

# **Rapidex Self Letter Drafting Course**

**रैपिडैक्स सैल्फ लैटर ड्राफ्टिंग कोर्स**



**पुस्तक महल दिल्ली**







9967

State Institute of Education  
P.O. Banpur, M. Bargarh.  
West Bengal.







***Rapidex Self Letter Drafting Course***



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बिना अटक

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- ★ दैनिक व्यवहार वाली आम बोलचाली भाषा क्रमबद्ध ढंग से पढ़ने-पढ़ते सीखने और समझने की एक सहज-सुगम नयी पद्धति ... जैसे छोटा बच्चा बिना पढ़ाये-लिखाये पढ़-सुनकर ही बोलना सीख जाता है।
- ★ पूरा कोर्स वार्तालाप शैली में—मानो आमने-सामने बात हो रही हो।
- ★ अंग्रेजी बोलने में होने वाली फिक्क और अटक को खत्म करने वाले लगभग 2500 चुने हुए अवसर बोले जाने वाले अंग्रेजी वाक्य।
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एक तजुर्बेकार फोटोग्राफर का तैयार किया हुआ फोटोग्राफी सिखाने वाला

## प्रेक्टिकल फोटोग्राफी कोर्स



- फोटोग्राफिक अनुसंधानों पर आधारित लोकप्रिय हॉबी 'फोटोग्राफी' इस कोर्स की मदद से सीखिये।
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अब आपको किसी आर्ट-स्कूल में जाने की जरूरत नहीं। हमारा यह 15 दिन का कोर्स अपनारहित और देखिए इसका चमत्कार !

## ड्राइंग तथा पेंटिंग कोर्स

- आधुनिक परिवारों का एक उभरता हुआ शौक, एक उत्साह और स्वस्थ मनोरंजन।
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कद बढ़ाने का  
क्रांतिकारी सिद्धांत !

## अपना कद बढ़ाइये



जो स्त्री-पुरुष लम्बे नहीं हैं वे जीवन का असली लुफ नहीं उठा पाते और सर्बिम में तथा विवाह के समय रिजेक्ट हो जाते हैं। हर क्षेत्र में असफल होकर हीनता की भावना से ग्रसित रहते हैं—अर्थात् जीवन के हर दौर में पीछे रह जाते हैं। अब पेज है भारत में पहली बार वैज्ञानिक अनुसंधानों पर आधारित कद लम्बा करने का अद्भुत कोर्स।

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- ★ पहले संगीत का ज्ञान हो या न हो तो भी पश्चिमी या भारतीय दोनों संगीत बजाना सीख जायेंगे।
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**Rapidex**  
**Self Letter Drafting Course**  
A LETTER DRAFTER'S HANDBOOK

समझाने के लिये स्थान-स्थान पर हिन्दो में निर्देशों सहित

१९६१



**PUSTAK MAHAL**

Khari Baoli, Delhi-6



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इस कोर्स की मदद से कम अंग्रेजी पढ़े-लिखे भी उच्च स्तर के पत्र बना सकते हैं...  
पत्र लिखते समय उपयुक्त शब्दों व वाक्यों के लिये दिमाग पर जोर देने की  
आवश्यकता नहीं.....

**आप को केवल इतना करना है;**

- शुरू में दिये गये इण्डेक्स को देखकर पन्ना पलटिये.....
- □ दिये गये वाक्यों में से अपने मतलब के चुनकर निशान लगाइये.....
- □ □ फिर उनको क्रमवार लिखते जाइये.....

.....लीजिए आपका पत्र तैयार



## प्रकाशकीय

आधुनिक सभ्यता के विकास के साथ-साथ पत्रों का स्वरूप भी विस्तृत हुआ है। कुछ अरसे पूर्व पत्र जहां दो व्यक्तियों के बीच कुशल-क्षेम का माध्यम मात्र थे, आज सामाजिक व्यवहार का अंग बन चुके हैं। इसी कारण उनके स्वरूप, संरचना और भाषा की सुधड़ता पर ध्यान देने की आवश्यकता हुई। यहां तक कि पत्र-लेखन को एक कला के रूप में मान्यता दी जाने लगी।

सामाजिक व पारिवारिक स्तर पर हमारे जीवन में पत्र-लेखन की अनेक परिस्थितियां व अवसर आते हैं। इन में हर्ष की घड़ियां भी होती हैं व दुख के क्षण भी। कभी सहानुभूति के लिए पत्र लिखना पड़ता है तो कभी बधाई के लिए। लेकिन ऐसे व्यक्ति विरले ही होते हैं, जो हर प्रकार के पत्र प्रभावशाली ढंग से लिखने, व सही अभिव्यक्ति देने में सक्षम होते हैं। इस तथ्य में दो मत नहीं कि हर स्थिति में लिखा गया पत्र लेखक की सुसंस्कृतता, शिष्टता, मुरचि, सौहार्दता, व स्पष्टता को प्रतिबिंबित करता है। आज व्यक्ति का सामाजिक दायरा विस्तृत होने के कारण तथा व्यक्तिगत संबंधों में औपचारिकता आने के कारण इन गुणों का महत्व और भी बढ़ जाता है।

व्यावसायिक पत्र-व्यवहार तो खर, व्यापार का आधार ही है। अतः व्यावसायिक पत्र-लेखन का महत्व सर्वोपरि है। किसी भी व्यावसायिक संस्था का अपने ग्राहकों से संपर्क रखने का एक मात्र माध्यम पत्र व्यवहार ही तो होता है। व्यवसायी संस्था की स्थापना से लेकर उसके उत्पादित माल की बिक्री तक प्रत्येक स्तर पर पत्र-लेखन की उपयोगिता को नकारा नहीं जा सकता। सही अभिव्यक्ति, सटीक व चुस्त भाषा, संक्षिप्तता व औपचारिकता ऐसे पत्रों की जान होती है।

नौकरियों के लिये आवेदन पत्र पत्र-लेखन में अपेक्षाकृत नया है। लेकिन विद्यार्थियों और नौकरी के इच्छुक व्यक्तियों के लिये यह उतना ही महत्वपूर्ण है जितना एक व्यवसायी के लिए व्यावसायिक पत्र।

हर प्रकार के पत्र-लेखन में यह परिपक्वता अभ्यास व अध्ययन से ही आती है। लेकिन उस के लिए भी सही मार्ग-दर्शन एकदम अनिवार्य है। पत्र-लेखन के इसी महत्व व उपयोगिता को ध्यान में रखते हुए इस पुस्तक की रचना की गयी है जो समाज के हर वर्ग के लिए उपयोगी सिद्ध होगी। यूं तो इस विषय पर संकड़ों पुस्तकें तैयार हो चुकी हैं लेकिन व्यक्ति की पारिवारिक, सामाजिक तथा व्यावसायिक संबंधों की हर संभावित परिस्थिति व अवसर के अनुरूप विस्तृत रूप से लिखी गई यह प्रथम पुस्तक है।

पुस्तक के तीन खंडों में विभिन्न अवसरों के लिए दिए गए नमूनों में से आप अपनी स्थिति, समय, रुचि व आवश्यकता के अनुसार कोई भी एक नमूना चुन सकते हैं। या उसके आधार पर पत्र स्वयं तैयार कर सकते हैं। आवश्यकता केवल अभ्यास की ही है।

बहुत समय से एक ऐसी पुस्तक की कमी अनुभव की जा रही रही थी जो अल्प समय में ही एक कम पढ़े-लिखे व्यक्ति को भी सफल व सक्षम पत्र-लेखक बना सके। रैपिडैक्स पद्धति पर आधारित यह सरल व प्रभावी कोर्स इसी दिशा में हमारा एक प्रयास है।



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# पत्र लेखन के कुछ मोटे नियम

शायद ही कोई ऐसा व्यक्ति हो, जिसे अपने परिचित, आत्मीय या किसी संबंधी का पत्र पाकर प्रसन्नता न होती हो। ये पत्र कभी सुख व हर्षोल्लास का संदेश लाते हैं तो कभी दुःखद समाचार, किसी अन्य शहर, गांव यहां तक कि विदेश में रहने वाले रिश्तेदारों से संपर्क का मुख्य माध्यम पत्र ही तो हैं। लेकिन पारिवारिक परिधि के अलावा सामाजिक व व्यावसायिक संबंधों को निवाहने का मुख्य साधन पत्र व्यवहार ही है।

सामाजिक व पारिवारिक जीवन में पत्रों की इतनी महत्ता के बावजूद बहुत ही कम व्यक्ति इस कला में सक्षम हैं। अधिकतर व्यक्ति इसे बोझ समझ कर टालते रहते हैं, विशेषकर यदि पत्र अंग्रेजी में लिखना हो। चूंकि पत्र के साथ-साथ पत्र लेखक का व्यक्तित्व भी पाठक के पास पहुंचता है। पत्र का सरल, स्पष्ट, संक्षिप्त किंतु प्रभावशाली व सारगर्भित होना बहुत आवश्यक है। अतः पत्र लेखन के कुछ आधारभूत सिद्धांतों की जानकारी सफल पत्र लेखन की दिशा में पहला कदम है।

**पत्र का स्वरूप:-** अधिकांश व्यक्तियों की समस्या होती है कि पत्र में क्या लिखें, कैसे लिखें और कितना लिखें। इसी समस्या में उलझ कर उनके पत्र अकसर अधूरे रह जाते हैं। इस उलझन से बचने का आसान तरीका यही है कि आप अपने मन में खाका बना लें कि आप किसे लिख रहे हैं और आप का मकसद क्या है। इस प्रश्न का उत्तर ही आप के पत्र का 'Text' या विषयवस्तु होगा। आप जो भी पत्र के माध्यम से कहना चाह रहे हों, दिमाग में उस का 'रफ' खाका बना लें। कोई हानि नहीं यदि आप किसी कागज पर अपने विचारों को क्रमवार उतार लें व फिर उन्हें पत्र का स्वरूप दें। (व्यावसायिक पत्रों में तो अकसर यह आवश्यक हो जाता है)।

आप जो कुछ भी लिख रहे हैं वह स्पष्ट व सुनिश्चित हो। अनावश्यक विस्तार या संक्षिप्तता से बचें। अधिक संक्षिप्त होने पर पत्र का विषय स्पष्ट नहीं होगा व अधिक लम्बा पत्र बोरियत करेगा। आपके पत्र का Text जो हो, उसे स्पष्ट सुनियोजित व सारगर्भित भाषा में लिखें। शब्दों का उल्ट फेर, व द्विअर्थी शब्द पाठक को दुविधा में डाल सकते हैं, व्यावसायिक अथवा सामाजिक पत्रों में तो सही अभिव्यक्ति व संक्षिप्तता बहुत जरूरी है।

साथ ही इस बात का भी ध्यान रखें कि आप पत्र किसे लिख रहे हैं। अपने से कम पढ़े-लिखे व्यक्ति, चाहे वह आयु में बड़ा है अथवा छोटा, अधिक कठिन या विद्वता पूर्ण शब्द लिखकर उसे दुविधा में न डालें, सहज, सरल व निष्कपट भाव से पत्र लिखें। प्रत्येक व्यक्ति की आयु व पद के अनुरूप संबोधन करके उस की स्थिति के अनुसार ही पत्र लिखें।

**भाषा व शैली:-** त्रुटिरहित, प्रवाहमयी भाषा व सुन्दर शैली पत्र की आत्मा है। द्विअर्थी, व क्लिष्ट शब्दों का प्रयोग व व्याकरण की अशुद्धियां पत्र लेखक की लापरवाही की परिचायक तो हैं ही, पत्र की स्वाभाविकता, सुन्दरता, उपयोगिता व प्रभावशीलता को भी संदिग्ध बना देती हैं। प्रत्येक पैराग्राफ के आरंभ में एक जैसा हाशिया छोड़िये व एक पैराग्राफ से दूसरे पैराग्राफ में स्वाभाविक तारतम्य हो, यानी एक बात लिखते-लिखते एकदम दूसरी बात पर न आ जाएं। फुलस्टॉप, कोमा, आदि का भी ध्यान रखिए।

**शिष्टाचार व स्वाभाविकता:-** पत्र का स्वरूप चाहे कैसा भी हो, शिष्टाचार व विनम्रता उस के अनिवार्य अंग हैं। कटु, अश्लील व घृणित बातों से सर्वथा बचें। कभी क्रोध में पत्र लिखा भी गया हो तो उसे तब तक पोस्ट न करें जब तक उसे ठंडे दिमाग से दोहरा न लें। शालीनता व स्वाभाविकता का हमेशा ध्यान रखें। लेकिन अति विनम्रता या व्यर्थ की आडंबर पूर्ण भाषा से भी बचें। ऐसा करने से पत्र अस्वाभाविक व बनावटी हो जाता है।

पारिवारिक, सामाजिक तथा व्यावसायिक परिधि में लिखे गए पत्र एक दूसरे से भिन्न होते हैं। लेकिन ये आधारभूत बातें सभी प्रकार के पत्रों में लागू होती हैं। आगे के अध्याय में सभी प्रकार के पत्रों की संरचना विस्तार से समझाई गई है, जो आपके लिये एक अच्छी मार्ग दर्शिका सिद्ध होगी। आप पत्र लेखन को बोझ नहीं समझेंगे, बल्कि आप को यह कार्य रुचिकर लगेगा और ऐसा माध्यम जो आप के सामाजिक व्यावसायिक संबंधों को विस्तृत कर सकता है।



## ABBREVIATIONS COMMONLY USED IN COMMERCIAL CORRESPONDENCE

<b>A 1</b> : First Class	<b>cc.</b> : Cubic centimetre (s)
<b>@</b> : at the rate of	<b>c. &amp; f.</b> : cost and freight
<b>a.a.r.</b> : against all risks	<b>Cap.</b> : Capital
<b>A.C./a.c./ac</b> : account	<b>Cent.</b> : hundred
<b>acct.</b> : accountant	<b>cf.</b> : refer
<b>A.D.</b> : Acknowledgement Due	<b>cge. pd.</b> : carriage paid
<b>a.d.</b> : after date	<b>Chg.</b> : Charge
<b>admin.</b> : administration	<b>c.i.f.</b> : cost, insurance and freight
<b>ad val.</b> : ad valorem (according to value)	<b>C/L</b> : Car load
<b>ad./adv./advst.</b> : advertisement	<b>Co.</b> : Company
<b>agcy.</b> : agency	<b>c/o</b> : care of
<b>agt.</b> : agent	<b>C.O.D.</b> : cash on delivery
<b>amt.</b> : amount	<b>Commn.</b> : Commission/communication
<b>a/o</b> : account of	<b>Consgt.</b> : Consignment
<b>Apr.</b> : April	<b>contd.</b> : continued
<b>A/S</b> : Account Sales/Sales Account	<b>contr</b> : contract
<b>assn./assoc.</b> : association	<b>co. op.</b> : cooperative (society)
<b>asst.</b> : assistant	<b>Corpn.</b> : Corporation
<b>Aug.</b> : August	<b>d.</b> : date
<b>aux.</b> : auxiliary	<b>d/a</b> : documents against acceptance
<b>b.b.</b> : bill book/bank book	<b>d/d</b> : delivered/days after date
<b>bal.</b> : balance	<b>Dec.</b> : December
<b>b.f.</b> : brought forward	<b>deg.</b> : degree (s)
<b>bd.</b> : board/bond	<b>del./dely</b> : delivery
<b>B.E.</b> : Bill of Exchange	<b>dept./deptt.</b> : department
<b>b.k.</b> : book-keeping	<b>dis.</b> : discount
<b>B.L.</b> : Bill of Lading	<b>div.</b> : dividend/division
<b>bl.</b> : barrel	<b>D/n</b> : Debit note
<b>blk.</b> : bulk/blank	<b>do.</b> : ditto
<b>B.P.</b> : Bills payable	<b>doz.</b> : dozen
<b>bp.</b> : bill of parcel	<b>d/p</b> : document against payment
<b>B.R.</b> : Bills receivable	<b>Dr.</b> : Debtor
<b>Br.</b> : Brother/branch	<b>dr.</b> : drawer
<b>Bro (s)</b> : brother (s)	<b>d.s./d/s</b> : days after sight
<b>B.S.</b> : bill of sale	<b>dup.</b> : duplicate
<b>bs.</b> : balance sheet	<b>d/y</b> : delivery
<b>bt./bght.</b> : bought	<b>dz.</b> : dozen
<b>bu.</b> : bureau	<b>ed.</b> : edition
<b>bx.</b> : box	<b>E.E.</b> : errors excepted
<b>C.A.</b> : Chartered Accountant/Cost Accountant	<b>e.g.</b> : exempligratia (for example)
<b>c.c.</b> : Cent (s)/Centigrade/Carbon copy	<b>encls.</b> : enclosures
	<b>E. &amp; O.E.</b> : errors and omissions excepted
	<b>e.o.m.</b> : end of month



est. : established/estimate  
 et al : et abibi (and else-where)  
 etc. : etcetera (and so forth/and the rest)  
 ex. : ex godown (from godown)  
 ex. : exchange  
 ext. : extension  
 ex.div. : ex dividend (without dividend)  
 f.a.a. : free of all average  
 f.a.q. : fair average quantity  
 f.a.s. : free alongside ship  
 f.d. : free docks (goods to be delivered)  
 Feb. : February  
 fig. : figure  
**F.O.B./f.o.b.** : free on board  
**F.O.R.** : Free on rail  
 Fri. : Friday  
 gal./gall. : gallon  
 gds. : goods  
 gen. : general  
**Gr. Wt.** : Gross weight  
**G.T.C./g.t.c.** : good till cancelled  
 Guar. : guaranteed  
 Hon. : honorary  
**H.P./h.p.** : horse power  
 H.p. : hire purchase  
 hr. : hour  
 nt. : neat/neight  
 ib./ibid. : ibidem (in the same place)  
 i.c. : in charge  
 id. : idem (the same)  
 i.e. : id est (that is)  
**I.H.P.** : indicated horse power  
**Inc./Incorp.** : incorporated  
 ing. : information  
 ins. : insurance  
 inst. : instant (present month)  
 int. : interest  
 inv. : invoice  
**I.O.U.** : I owe you  
 Jan. : January  
 Jr. : Junior  
 Jul. : July  
 Jun. : June  
 kg. : kilogramme  
 km. : kilometre  
 kw. : kilowatt (s)  
 lb. : A pound in weight  
**L/C** : Letter of Credit  
 Lit. : Litre  
 Ltd. : Limited  
 m. : minute/month/metre

Mar. : March  
 max. : maximum  
 m/d : months after date  
 mdse. : merchandise  
 memo. : memorandum  
 Messrs. : messicurs  
 mfg. : manufacturing  
 mfr. : manufacture  
 mgr. : manager  
 min. : minimum/minute  
 misc. : miscellaneous  
**M.O.** : Money order  
 Mon. : Monday  
 M/S : Messrs  
 ms./mst. : manuscript  
 m/s : months after sight  
 mtge. : mortgage  
 n.a. : no account/not applicable  
**N.B./n.b.** : notabene (note well)  
 neg. : negative  
 No./no. : number  
 Nov. : November  
 ns. : not-specified  
 o.a. : on account (of)  
 o.c. : office copy  
 Oct. : October  
 o.d. : on demand  
 o.s. : out of stock  
 oz. : ounce  
 p.a. : per annum  
 p.c. : per cent  
 pcl. : parcel  
 pd. : paid  
 per pro. : per procuration (by proxy)  
 pkg. : packing  
**P. & L.** : Profit and Loss  
 pm. : premium  
 p.m. : per month  
**P.N.** : Promissory Note  
**P.O.** : Postal Order  
 p.p. : parcel post  
 prox. : proximo (next month)  
 qual. : quality  
 qy. : query  
 Re./re. : refer or referring to  
 regd. : registered  
 recd. : received  
 recpt. : receipt  
 ref. : reference  
 ret'd. : returned/retired  
 R.P. : reply paid  
**R.S.V.P.** : responder sil vous prait (please reply)  
 S/d : sight draft



Sec. : Secretary  
 S.N. : shipping note  
 Sq. : square  
 Ss. : steamship  
 Str. : steamer  
 Subs. Cap. : Subscribed Capital  
 T.L.O. : total loss only  
 tr. : tare (weight)

ult. : ultimo (last month)  
 via : by way of  
 V.P.L. : value payable letter  
 V.P.P. : value payable post  
 wt. : weight  
 yd. : yard  
 yr. : year

### Instead of this

1. I have pleasure in informing you.
2. We do not anticipate any increase in prices.
3. Please favour us with an early expression of your views.
4. Please be good enough to advise us.
5. Please see that an enquiry is conducted to determine the reason.
6. We express our regret at being unable to fulfil your order on this occasion with our customary promptness.
7. We are writing *with reference to*.
8. The information is needed *in connection with*.
9. We shall be *in a position to*
10. *In the course of* the next few days
11. He was granted a loan of Rs. 500/- by us.
12. Payment of their account will be made by M/S Fancy Garments next month.
13. Adverting to your favour
14. Re (your letter)
15. The writer wishes to acknowledge
16. We are in receipt of...
17. We beg to acknowledge...
18. We have to acknowledge...
19. We beg to inform you...
20. We beg to thank you...
21. Your esteemed favour to hand.
22. Your letter to hand.
23. Yours to hand.
24. The favour of your early reply will oblige.
25. Assuring you of our best attention at all times...
26. We beg to remain,

### Write like this

I am pleased to tell you (or to say)....  
 We do not except prices to rise.

Please let us have your opinion soon.

Please tell (or inform) us.  
 Please find out the reason.

We are sorry we cannot meet your present demand (order) immediately.

about  
 for

able  
 during

We granted him a loan of Rs. 500/-.  
 M/S Fancy Garments will pay their account next month.

Referring to your letter  
 or

Thank you for your letter.

We have received...

We are writing to inform you...  
 We thank you...

We have received your letter.

I shall be glad to hear from you soon.



27. We remain,
28. Awaiting the favour of your early reply,
29. It will be appreciated that...
30. It should be noted that...
31. I am to point out that...
32. as per
33. at your earliest convenience
34. enclosed please find
35. idem, inst., prox., ult.
36. if it is within our power
37. it will be our constant aim
38. of even date
39. only too pleased to
40. per
41. same
42. take an early opportunity
43. take into consideration
44. under consideration
45. Yesterday's date
46. Your communication
47. Your good self
48. Your favour
49. Yours of the 15th.
50. under separate cover
51. accomplish
52. approximately
53. purchase
54. request
55. require
56. terminate
57. utilise
58. Will you be good enough to
59. in the near future
60. at the present time
61. come to a decision
62. express a preferences for
63. for the reason that
64. Every consideration will be given to your request.
65. We will execute your order expeditiously.
66. It gives me much pleasure to inform you.
67. We have no *hesitation* in advising you.
68. The *preparation* of new salary scales is in hand.
69. Due to the unusual *nature* of the request
70. Hoping to hear from you soon.
71. *Looking forward* to our next meeting.
72. *Trusting* this meets with your approval.
73. Thanking you for your trouble.
74. We are unable to
75. in the event of

## Avoid these expressions

according to  
as soon as you can  
I (we) enclose (are enclosing)

if we can  
we shall try  
of today  
very glad to  
by  
your letter, the goods etc.  
act promptly  
consider  
being dealt with  
Yesterday  
your letter, phone message, etc.  
You  
Your letter  
Your letter of the 15th.  
separately or by registered post etc.

do  
about  
buy  
ask  
need  
end  
use

please  
soon  
now  
decide  
prefer  
because

Your request will be carefully considered.

We will fulfil your order promptly.  
I am pleased to tell you (or to say)

We advise you  
New salary scales are being prepared.

As the request is unusual.  
I (We) hope to hear from you soon.  
I (We) look forward to our next meeting.

I (We) trust you will approve of this.  
I (We) thank you for your trouble.  
We cannot  
if



76. make an effort
77. having regard to
78. at all times
79. Awaiting your esteemed instructions.
80. at your earliest convenience
81. above mentioned
82. enclosed herewith
83. have noted the contents
84. In accordance with your request
85. If you refer to your file
86. Kindly advise
87. the said shipment
88. We take this opportunity
89. We wish to thank you
90. We would recommend
91. We would suggest
92. We beg to state
93. We would like to be advised
94. We are this day writing
95. You have our permission
96. I am interested in *the above*
97. May I have *the above* information
98. When can you ship the *above-listed* parts ?

99. We do not feel that under the aforementioned circumstances we are qualified to impart to you the information requested.
100. Agreeable to your request...
101. Your cheque *in the amount of* Rs. 500/- has been received.
102. attached hereto or herewith
103. In compliance with your recent request we are pleased to enclose herewith our latest price-list.
104. Contact us at any time
105. Your letter of the 26th to hand and contents noted.
105. The cheque enclosed herewith covers your expenses.
107. Due to a previous engagement...
108. Due to the fact that...
109. In due course of time...
110. We hope the books will be *duly* received in good shape.
111. To the effect that
112. *In the event that* you want samples, kindly advise.
113. Please feel free to contact us at any time.

try  
concerning  
always  
We shall wait for your reply.  
Please reply as soon as possible  
referred to above  
enclosed

as requested by you  
Please refer to your file.  
Please let us know.  
the shipment

We thank you  
We recommend  
We suggest  
We would like to say.  
Please let us know.  
We are writing today.  
You may  
I am interested in it.  
May I have this information.  
When can you ship these parts ?

or

When can you ship the parts mentioned above ?  
Under these circumstances we do not feel qualified to give you this information.

As you requested...  
We have received your cheque for Rs. 500/-  
attached

We are glad to send you our latest price list, which you requested.  
Write us at any time.

Thanks for your letter of June 26.  
Here is a cheque for your expenses

Because of a previous engagement...  
Because...(or since...)  
As soon as we can...  
We hope that the books will arrive in good condition.  
That  
If you want samples, just let me know.

Please write to (or call) us at any time.



114. *I have before me your letter of April 15, which I am now answering.*
115. *I wish to state that your order was shipped yesterday.*
116. *In as much as*
117. *Please be informed that your order was shipped today.*
118. *Kindly...*
119. *Thank you for your kind order*
120. *We trust our actions will meet with your approval.*
121. *Many thanks for your patronage.*
122. *Permit me to say that I am delighted to send you this information.*
123. *We are not in a position to...*
124. *Pursuant to your request...*
125. *According to our records, your account is thirty days overdue.*
126. *Please reply by return of post.*
127. *We shall appreciate same.*
128. *We have to state...*
129. *Thanking you in advance for your trouble...*
130. *This is in reply to your kind letter of September 5.*
131. *It is the sincere wish of the undersigned that...*
132. *Under separate cover...*
133. *In view of the fact that...*
134. *We are today in receipt of your order for one dozen mixers.*
135. *With your kind permission we are sending you samples of our latest products.*
136. *At all times*
137. *At the present writing*
138. *As to your suggestion*
139. *As a matter of fact*
140. *Costs the sum of...*
141. *For a period of a month*
142. *In a satisfactory manner*
143. *On receipt of*
144. *Trusting you will send*
145. *The party you suggested*
146. *The writer has investigated*
147. *The above mentioned merchandise*
148. *Until such time as*
149. *We would request that you...*
150. *It is time*
151. *You have our permission.*

I am glad to answer your letter of April 15.

You will be glad to know that your order was shipped yesterday.  
since (or because)

Your order was shipped today.

Thank you for your generous order.  
We hope you will approve our action.

Many thanks for your order.  
I am delighted to send you this information.

We cannot...

As you requested...

Your account is thirty days overdue.

Please reply promptly.

We shall appreciate it (or them).

We would like to say...

I hope this won't be too much trouble for you.

Thank you for your letter of September 5.

I certainly wish (or hope) that...

separately...

since...

Thank you for your order for one dozen mixers.

We are glad to send you samples of our latest products.

Always

Now

Regarding your suggestion

In fact

costs

for a month

satisfactorily

When we receive

Please send

The person you suggested

I have investigated.

The merchandise

until

please

now

you may



**SECTION-I**

**व्यक्तिगत तथा सामाजिक पत्र**  
**Personal & Social Letters**







# व्यक्तिगत तथा सामाजिक पत्र-व्यवहार

( PERSONAL & SOCIAL LETTERS )

हम सबको पत्र लिखने पड़ते हैं, कभी अच्छे कारण से, तो कभी दुःखद कारण से, कभी कोई सूचना देने के लिये, तो कभी लेने के लिये, कभी चिंता व्यक्त करने, तो कभी प्रेम जताने के लिये।

व्यक्ति छोटा हो या बड़ा, उसके लिये व्यक्तिगत तथा सामाजिक पत्र-व्यवहार आजकल अनिवार्य है।

पत्र तो स्वयं का प्रतिबिम्ब होता है, ऐसा कहा जाता है, तो फिर ऐसे पत्र-व्यवहार को नियमों का बंधन कंसा ? हो सकता है प्रेम पत्र जैसे संपूर्ण निजी स्वरूप के पत्र को नियमों का बंधन आवश्यक न हो, लेकिन अन्य सभी पत्रों में—पारिवारिक पत्रों सहित—सुगम व सरल अभिव्यक्ति के नियम अवश्य लगते हैं।

## व्यक्तिगत व पारिवारिक पत्र

१. व्यक्तिगत, अथवा पारिवारिक पत्र का स्वरूप स्वभावतः अनौपचारिक होता है, इसलिये आपकी भाषा ऐसी हो जैसे आप आमने-सामने बैठे हैं और वार्तालाप कर रहे हैं, अर्थात् जैसा आप बोलते हैं वैसा ही लिखिये—सरल और आम बोलचाल की भाषा में।

२. पत्र, वार्तालाप जैसा होते हुए भी स्पष्ट हो, आप कोई जानकारी देना या लेना चाहते हैं तो वह क्या है इसका पाठक को स्पष्ट ज्ञान होना चाहिये।

३. पत्र लंबा या खास महत्व का हो तो सुनियोजित ढाँचे के अनुसार लिखिये।

४. संपूर्ण अनौपचारिक पत्र में भी प्रारम्भ, मध्य और अंत ऐसे तीन भाग होते हैं, यह ध्यान में रखकर उन भागों की ढंग से रचना कीजिये।

इस उप-विभाग में परिवार के सदस्यों के बीच पत्र, पति-पत्नी के पत्र और संगेतरों के पत्र समाविष्ट किये गये हैं।

## सामाजिक पत्र

सामाजिक पत्रों को 'शिष्टाचार-पत्र' कहा जा सकता है, क्योंकि वे आमतौर पर किसी-न-किसी अच्छे या बुरे अवसर पर शिष्टाचार-पालन के लिये लिखे जाते हैं। कभी-कभी वे किसी काम से भी लिखे जाते हैं—जैसे, कोई शिकायत करना, कोई जानकारी प्राप्त करना आदि।

जिन प्रमुख सामाजिक अवसरों पर ये पत्र लिखे जाते हैं वे हैं—

१. बधाई (Congratulations)

२. धन्यवाद (Thanks)

३. निमंत्रण (Invitation)

४. समवेदना (Condolence)

५. सहानुभूति (Sympathy)

६. शिक्षा से संबंधित (Educational Matters)

७. दफ्तर की बातें (Office Matters)

८. मकान-मालिक और किरायेदार (Landlord & Tenant)

९. शिकायतें (Complaints)

१०. क्षमा-याचना (Apologies)

११. विवाह-संबंधी (Matrimonial)



**मोटे नियम:** ऐसे पत्र लिखने के कुछ मोटे नियम इस प्रकार हैं:—

१. साधारणतया पत्र छोटा रखिये, शिष्टाचार-पालन के लिये शब्दों का जाल बिछाने की जरूरत नहीं।
२. ऐसे पत्रों में व्यवसाय, नौकरी आदि अन्य असंबंध बातों का उल्लेख न करें—खास कर समवेदना के पत्रों में।
३. सच्चाई और सौहार्द से लिखिये, और ये भाव अपनी भाषा में व्यक्त होने दीजिये।
४. घिसे-पिटे और भावनाशून्य वाक् प्रचार प्रयोग में मत लाइयें।
५. प्रसंग के अनुसार गंभीर अथवा खुशी का रस तथा शैली अपनाइये।

**ढांचा :** व्यक्तिगत अथवा सामाजिक पत्र के कुछ प्रमुख भाग होते हैं :

- |  |  |
|--|--|
| १. अपना पता और तारीख (Writer's address and date) | ४. सौहार्दपूर्ण अंत (Cordial end)                |
| २. सम्बोधन (Salutation)                          | ५. हस्ताक्षर (Signature)                         |
| ३. मूल पाठ (Text)                                | ६. पाठक का नाम व पता (Readers' name and address) |

## १. पत्र लेखक का नाम, पता व तारीख (Writer's name address and date)

श्रोपचारिक तथा सामाजिक पत्रों में पत्र लेखक का पता दाएं कोने पर लिखा जाता है, लेकिन पारिवारिक या अनश्रोपचारिक पत्रों में केवल शहर या गांव का नाम लिखना ही पर्याप्त है। फिर भी, यदि आप पारिवारिक परिधि में, किसी मित्र को या किसी अपरिचित को पहली बार पत्र लिखने जा रहे हैं तो पता लिखना जरूरी है। पते की प्रत्येक लाइन के बाद कोमा (,) व अन्तिम लाइन के बाद फुलस्टॉप लगाइए। तारीख पते के ठीक नीचे लिखी जाती है। तारीख लिखने के कई तरीके हैं, जैसे :—

12th May, 1979.  
May 12th, 1979.  
May 12, 1979.  
12.5.1979.  
12/5/1979.

यूं तो व्यक्तिगत अथवा अनश्रोपचारिक पत्रों में आप कोई भी शैली अपना सकते हैं किन्तु सामाजिक व श्रोपचारिक पत्रों में पहली दो शैलियों में से कोई एक शैली अपनाइए। वैसे भी आजकल यही दो शैलियां प्रचलन में हैं। तारीख डालते समय माह के बाद कोमा (,) व सन (year) के बाद फुलस्टॉप लगाइए। यदि आप का कोई टेलीफोन नं० है तो वह पते के ऊपर लिखा जाएगा।

## २. सम्बोधन (Salutation)

व्यक्तिगत पत्रों में संबोधन सामाजिक व श्रोपचारिक पत्रों से थोड़ा भिन्न होता है। श्रोपचारिक पत्रों में यदि पत्र प्राप्त कर्ता का नाम ज्ञात नहीं है तो संबोधन इस प्रकार होगा;

Dear Sir, Dear Madam, या केवल Sir., यदि पत्र किसी कंपनी या समूह को लिखा जा रहा है तो 'Sirs' या 'Gentlemen' भी लिख सकते हैं लेकिन 'Madam' के साथ 'S' का प्रयोग नहीं किया जाता।

यदि पत्र प्राप्तकर्ता का नाम ज्ञात है तो संबोधन इस प्रकार हो सकता है;

Dear Miss.....,  
Dear Mrs.....,  
Dear Mr.....



Miss या Mrs. के साथ सरनेम का प्रयोग जरूरी है. यदि पत्र प्राप्त कर्ता सेना अधिकारी या किसी विशेष डिग्री से विभूषित है तो उसे भी संबोधन के साथ अवश्य लगाइए जैसे :—

Dear Dr. Sharma,  
Dear Capt. Sharma, आदि

व्यक्तिगत पत्रों में इस प्रकार के कोई नियम या बंधन नहीं. यह मुख्यतः पत्र प्राप्तकर्ता व पत्र लिखने वाले के संबंधों व घनिष्ठता पर निर्भर करता है. अपने से पद या आयु में बड़े परिचित व्यक्ति को संबोधन इस प्रकार होगा. माता, पिता, व अन्य बड़े संबंधियों तथा अन्य आवरणीय व्यक्तियों को इसी प्रकार संबोधित किया जाएगा.

Respected.....

अन्य संबोधन संबंधों की घनिष्ठता के आधार पर इस प्रकार हो सकते हैं :—

My Dear.....,  
My Dearest.....,  
Dearest.....,  
My Darling...आदि

संबोधन के अन्त में कोमा लगाइए.

### ३. मूलपाठ (Text of the letter)

यह संबोधन के नीचे एकाध सेंटीमीटर जगह छोड़ कर आरंभ किया जाता है. सामाजिक या औपचारिक पत्रों में कई बार पत्र का संतुल्य आरंभ में ही स्पष्ट करने के लिए Subject line लिखी जाती है. विशेषतया कोई शिकायत (Complaint) आदि के संदर्भ में. Subject Line पत्र के बीचों-बीच, संबोधन के नीचे लिखी जाएगी. Subject line कई बार रेखांकित भी की जाती है. व्यक्तिगत पत्रों में Subject line लिखने की बिल्कुल आवश्यकता नहीं.

पत्र के Text के संबंध कोई बंधे नियम नहीं है, फिर भी दो तीन बातों का ध्यान रखें :

- बाएं किनारे पर छोड़े गए हाशिए (margin) में एक रूपता हो.
- Short Forms जैसे I'll, I'd का प्रयोग कम से कम करें.
- भाषा व व्याकरण संबंधी शुद्धियां सामाजिक पत्र में तो अनिवार्य हैं ही, व्यक्तिगत पत्रों में भी आप उन की अवहेलना नहीं कर सकते.

### ४. सौहार्दपूर्ण अन्त (Complementary Close)

पत्र का अन्त संबोधन के अनुरूप ही होगा. जैसे यदि पत्र औपचारिक है तो अन्त इस प्रकार होगा :—

Yours faithfully or Faithfully yours, Truly Yours or Yours truly.

कभी कभी 'Yours sincerely' का भी प्रयोग किया जाता है. लेकिन तभी किया जाना चाहिए जब पत्र प्राप्तकर्ता को नाम से संबोधित किया गया हो. Yours faithfully आदि से पहले I am, I remain, आदि का प्रयोग भी किया जाता है बैसे यह व्यक्तिगत रुचि पर निर्भर है.

व्यक्तिगत व पारिवारिक पत्रों में संबोधन व्यक्तिगत संबंधों के आधार पर निम्न प्रकार से हो सकता है ।

Yours,  
Yours ever,  
Ever yours,  
Sincerely yours,

} More suitable in letter to friends.



Yours obediently	—	To elders
Yours affectionately	—	To younger ones.

अन्त से पहले कुछ 'Cordial notes' लगाने से पत्र का अन्त अधिक सौहार्दपूर्ण व प्रभावशाली हो

जाएगा जैसे :—

With best wishes,  
All the best,  
With kind regards,  
With best regards,  
With love, आदि,

लेकिन इन का चुनाव पत्र के text व स्थिति के अनुसार करें.

ध्यान रखें कि :—

सौहार्दपूर्ण अंत (Complementary close) का अन्त हमेशा कोमा (') से होगा.

Yours में Y हमेशा Capital होगा.

Yours में Apostrophe का प्रयोग कभी न करें.

#### ५. हस्ताक्षर (Signature)

सभी प्रकार के औपचारिक व सामाजिक पत्रों में पत्र लेखक का पूरा नाम अनिवार्य होता है चाहे पत्र Typed हो अथवा हाथ से लिखा हुआ. यदि पत्र लेखक कोई सेना अधिकारी या विशेष डिप्टीधारी है तो अपने नाम से पहले उसका प्रयोग कर सकता है. जैसे Dr. Mehra, Col. Khanna... आदि. लेकिन हस्ताक्षर के साथ Mr. का प्रयोग कभी नहीं किया जाता. हां महिलाएं अपने नाम के साथ (ब्रैकेट में) Miss अथवा Mrs लगा कर अविवाहित अथवा विवाहित स्थिति का परिचय दे सकती हैं.

व्यक्तिगत पत्रों में हस्ताक्षर संबोधन के अनुसार ही होगा. प्रायः हस्ताक्षर उसी प्रकार किये जाते हैं जिस प्रकार कि पत्र प्राप्त कर्ता पत्र लेखक को संबोधित करता है.

#### ६. पत्र प्राप्त कर्ता का नाम व पता (Address of the addressee)

सामाजिक व औपचारिक पत्रों में अक्सर पत्र पाने वाले का पता पत्र की समाप्ति पर बाएं कोने पर लिखा जाता है. पता बिल्कुल वही होना चाहिए जो आप बाहर लिफाफे पर लिखना चाहते हैं. पते में लिखावट की सुन्दरता व Spelling संबंधी शुद्धता बहुत आवश्यक है. पत्र जल्दी पहुँचें इसके लिये Pin-code No. लिखना न भूलें ।



# 1

## बधाई के पत्र

( LETTERS OF CONGRATULATIONS )

हर व्यक्ति को अपने मित्र अथवा रिश्तेदार को बधाई का पत्र लिखने का अवसर आता रहता है. यह बधाई विवाह अथवा जन्म-दिवस पर दी जाती है, या फिर पुत्र-जन्म, नौकरी मिलना अथवा कोई सम्मान प्राप्त होना इत्यादि शुभ अवसर पर दी जाती है.

बधाई के पत्र का उद्देश्य होता है उस व्यक्ति का सुख बाँटकर उसके सुख को बढ़ाना. इसलिए पत्र की भाषा हृदय के सच्चे भाव को सरल शब्दों में प्रकट करने वाली होनी चाहिये.

बधाई का पत्र जितना कम औपचारिक होगा उतना ही अधिक प्रभावी होगा. इसलिए वंसा लिखिये जैसा आप बोलते हैं और अपनी खुशी, अपने शब्दों में प्रकट होने दीजिये.

आम आदमी के जीवन में खुशी के जो प्रमुख अवसर आते हैं वे वे हैं—

- |   |  |
|---|--|
| १. जन्म-दिवस ( Birthday )                       | ५. नौकरी मिलना ( Getting a job )   |
| २. सगाई/विवाह ( Engagement/marriage )           | ६. तरक्की मिलना ( Getting a promotion )  |
| ३. पुत्र/पुत्री-जन्म ( Birth of a Child )       | ७. पुरस्कार मिलना ( Getting a prize ), और  |
| ४. परीक्षा में सफलता ( Success in examination ) | ८. लंबी या बीषण बीमारी से मुक्ति<br>( Recovery from a serious or long illness ). |

प्रारम्भ में बधाई का एक प्रतिनिधि पत्र देकर बाद में उपर्युक्त अवसरों के अनुकूल वाक्यों के कुछ नमूने आगे दिये गये हैं. पत्र का अवसर क्या हो सकता है—इसकी कल्पना कर के ये वाक्य बनाए गए हैं. बने-बनाए पत्र की नकल करने की अपेक्षा ऐसे मानक नमूनों को पढ़कर कोई भी व्यक्ति अपनी आवश्यकता के अनुसार बधाई व अन्य अवसरों पर सुंदर से सुंदर पत्र अपने आप ही बना सकता है, ऐसा हमें विश्वास है.



## जन्म-दिन पर बधाई का पत्र ( Birthday Greetings )

जन्म-दिवस पर बधाई का पत्र भेजने का रिवाज सारी दुनिया में है. आबमी छोटा हो या बड़ा, उसका जन्म-दिन उसके संबंधी और स्नेही-जनों के लिए प्रिय होता है और सहृदय रखता है. इसलिए ऐसे अवसर पर भेजे जाने वाले छपे हुए कार्ड सब देशों में मिलते हैं, लेकिन यह कहने की आवश्यकता नहीं कि ऐसे कार्ड में आपके लिखे गये पत्र जैसा अपनापन होना असम्भव है.

My dear . . . .

It was of immense pleasure to know that you are going to celebrate your coming birthday next week. Please accept my hearty congratulations and wishes for many happy returns of the day.

I consider your stepping into your twentieth year of age an important mile-stone in your life, as from now on you shall be preparing for adult-hood. My best wishes for all round success are with you.

As I thank you for inviting me to your birthday party, it is very unfortunate that I shall not be able to attend it. I have to leave on official tour the same day. Please accept my apologies. I promise to compensate for my absence on my return to Delhi next month.

Wishing you all the best in life and with warm regards,

I am,

yours sincerely,

---

### जन्म-दिन पर बधाई देने के लिए कुछ वाक्यों के नमूने

प्रारम्भ में शुभ अवसर पर हर्ष व्यक्त करें :

1. It is a pleasure to know that the coming Monday happens to be your birthday.
2. It is happy news that you are celebrating your birthday next week.
3. Your invitation to your birthday celebrations next week, overjoy me.
4. I am thankful to you for inviting me to your birthday party next week.
5. It shall be a pleasure for me to be present at the joyous occasion of your birthday.



6. While thanking you for inviting me to your birthday, I wish to express the immense joy and happiness it has provided me.

हृष व्यक्त करने के बाद हार्दिक बधाई दें :

7. I convey my heartiest congratulations and wishes for many happy returns of the day.
8. Please accept my best wishes on this happy occasion.
9. I join all friends and family members in wishing you a very happy birthday.

बधाई के बाद जीवन के सुख के लिए शुभकामना दें :

10. On this occasion of becoming an adult young man I wish you success for the long and vast life that lies ahead.
11. May all happiness and success be with you in the days to come.
12. May the blessings of God be with you at every step forward in your life.
13. This birthday precedes many more of such happy occasions in your life, I wish.

बर्थ-डे पार्टी पर निमंत्रण के लिए धन्यवाद करें, और न आ सकने पर खेद व्यक्त कर :

14. It is really wonderful of you to have invited me to your birthday party, but unfortunately I will not be in town that day.
15. It is a pleasure to be invited to your birthday party but it is very unfortunate that I am suffering from fever and unable to attend.
16. Though I sincerely wish to be present at your birthday celebrations, my pre-occupation with the business conference keeps me from it.
17. I, so very much wish to attend your birthday party but my ill health restrains me.
18. Had I not to go out on tour, I would certainly have been with you on this gay and happy occasion.

सस्तेह उपहार भेजने की सूचना दें :

19. With this letter I am sending you a small gift as a token of my love and affection.
20. I request you to accept through my brother a small gift from me.

फिर से शुभकामना देकर पत्र का अंत करें :

21. Once again I wish you all success.
22. Once again I convey my felicitations on this happy day.
23. Please accept my hearty congratulations and best wishes on this occasion.



## मंगनी/शादी पर बधाई-पत्र (Congratulations on Engagement/Marriage)

किसी की मंगनी अथवा शादी पर बधाई-पत्र लिखते समय ऐसे शब्द चुनिये जिनमें आपकी खुशी जाहिर हो. पत्र जले ही छोटा हो, लेकिन उसमें सच्चा अपनापन झलके. यह पत्र जिसको भेजना है वह आपका संबंधी या मित्र हो सकता है, या उसका लड़का/लड़की हो सकती है.

प्रारंभ में शुभ समाचार पर हर्ष प्रकट करें :

1. I find it difficult to express my pleasures to receive the wonderful news.
2. The happy news of your engagement/marriage has overjoyed me.
3. Receiving the big news through your letter has given me joy and happiness beyond description.
4. All of us are overjoyed to receive the happy news from your mother.
5. The joyful news of your engagement/wedding gives immense pleasure to all of us here.
6. The happy news in your letter has brought great happiness to me.
7. Please convey my best wishes and congratulations to your daughter.
8. Thanking you for the good news I request you to convey my best wishes to your son.
9. With many thanks for the invitation please accept my congratulations on this joyous occasion of your marriage.
10. I am happy to know that you are getting married to the girl of your wishes. Please accept my congratulations.

प्रारम्भिक वाक्य के बाद जिसके साथ मंगनी/शादी हो रही हो, उसकी अच्छाइयों के बारे में एक-दो वाक्य लिखने से आपकी विशेष दिलचस्पी जाहिर होगी :

11. My sister, who was a college mate of your fiancée, tells me that she is not only sweet-natured but good-looking too.
12. Your fiancée happens to be our family friend and we have always known him to be a fine and good-natured young man.
13. I do not know of any one else whom I would like you to marry than him.
14. I fully agree that you could not have chosen a better life partner than him.
15. I must say that you really are very lucky to have him/her as your life partner.



16. **Prakash**, I compliment you on making such fine choice in choosing your partner.
17. I am pleased to learn that your daughter-in-law is not only sweet but highly educated too.
18. It is really remarkable that your would be son-in-law is a senior executive at such a young age.
19. I am sure that the harmony of your tastes will ensure a happy and peaceful domestic life for you.

शादी होने पर समाज में प्रतिष्ठा पाने के साथ नई जिम्मेदारी भी आ जाती है. इसका संक्षिप्त संकेत करना यहाँ पर अनुचित नहीं होगा. अधिकतर ये वाक्य बड़ों की तरफ से छोटों के लिये लिखने उपयुक्त रहते हैं :

20. I wish you all success and happiness on this important occasion where from you acquire not only a new status but added responsibility too.
21. You are now committing yourself to a great responsibility and I wish you success in seeing it through.

पत्र संगनी पर है, तो शादी की शुभ घड़ी कब है, इसकी पूछताछ की जा सकती है :

22. Please let me know when the happy occasion of your marriage shall be celebrated.
23. When is the 'big event' going to take place ?

पत्र की समाप्ति समूचे वैवाहिक जीवन के लिये सुख और खुशी की शुभ-कामनाओं से करे :

24. Please convey our best wishes to your son for a long and happy married life.
25. Please give, with warm regards, our hearty congratulations to your daughter and son-in-law.
26. Please convey my congratulations to your future husband.
27. Once again I congratulate you and wish you a happy married life.
28. Please let us know of your return to Delhi, so that we are able to congratulate you in person.
29. Though I shall be missing your wedding,\* but shall make it a point to compensate for it on my return to Delhi.

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\*विवाह में शामिल न होने की लाजारी संबंधी वाक्य.



## पुत्र-जन्म पर बधाई-पत्र (Congratulations on the Birth of a Child)

मनुष्य के सांसारिक जीवन में संतान का सुख अपने-आप में बहुत महत्व रखता है। इस विशेष शुभ अवसर पर आप नये मेहमान के माता-पिता की अपार खुशी में बधाई-पत्र के जरिये शरीक हो सकते हैं। यह पत्र जैसे बालक के प्रत्यक्ष माता-पिता को लिखा जाता है वैसे कभी-कभी उनके युवा होने पर उनके माता-पिता को भी लिखा जाता है।

प्रारम्भ में शुभ समाचार पर खुशी व्यक्त करें :

1. I was very happy to know that you are now the mother of a lovely little girl/boy.
2. It was wonderful to know that you have now become the father of a bonny boy/girl.
3. It was a matter of great pleasure to hear the good news, of the birth of a child to you, from your parents/husband.
4. The wonderful news thrills me.
5. We are glad to hear of the wellbeing of both the new born and the mother. Our best wishes are with them.

हर्ष प्रकट करने के बाद शिशु के जन्म की हार्दिक बधाई दीजिए :

6. Please accept my heartiest congratulations.
7. Congratulations to all three of you.
8. Please accept my heartiest congratulations on this joyful occasion and for the addition to your family.
9. To you I send my congratulations and blessings for the Baby\*.
10. Please accept my hearty congratulations and all good wishes for the Baby.

इसके बाद बालक के बारे में दो मीठे शब्द लिखने से उसके माता-पिता को अत्यधिक आनंद हो सकता है :

11. I can imagine how thrilled and happy you must be, as you have always wished for a baby girl.
12. I am happy for Monica too, as she now has her much wanted little brother.
13. The baby, I am sure, is a bundle of joy for both of you.

\*Baby का अर्थ पुत्र या पुत्री, दोनों होता है, इसलिए पत्र में एक बार लड़का अथवा लड़की का स्पष्ट निर्देश करने के बाद Baby शब्द का प्रयोग चल सकता है।



14. The baby, I know, must be as pretty as its parents.
15. This tiny ray will brighten up your life with happiness, I am sure.

बालक के बारे में लिखने के पश्चात् माता-पिता के सुख की कल्पना करते हुए उनके सौभाग्य में शरीक होना चाहिये :

16. Keshav must be really proud to be a father.
17. You must be feeling great at becoming a father/mother.
18. It is nice to know that your daughter-in-law and grand child are making good progress.
19. Both mother and child are in good health, we hope.
20. Both of you must be feeling happy and proud at becoming the parents of a pretty baby.

शिशु के जन्म से संबंधित कुछ अन्य बातों को पत्र में लिखने से आपका विशेष स्नेह प्रकट होता है :

21. Please inform me when the christening ceremony will be held.
22. Both of you being poets, I am sure your child will have a beautiful name.
23. I hope you have consulted a good astrologer to cast 'the baby's horoscope.
24. Remember to give tender and loving care to the child.

अंत में बालक को शुभ-कामना और शुभाशीर्वाद दीजिये :

25. We wish joy and happiness to both of you and your son together.
26. We wish your new born grand child a long and happy life.
27. I pray to God that your child is blessed with every happiness in the world.

शुभकामना के साथ यदि आपने बालक को देखने के लिये जाने का आश्वासन दिया तो पत्र का अंत विशेष रूप से स्नेहपूर्ण होगा :

28. I shall be visiting you when you return home from the maternity home.
29. It will be a delight to meet you and your baby.
30. I shall make it a point to see you and the baby when I am in Delhi.
31. I hope you return here early, so that I am able to see your pretty little one.



## परीक्षा में सफलता-प्राप्ति पर बधाई का पत्र (Congratulations on Success in Examination)

परीक्षा में सफलता प्राप्त करना किसी भी छात्र के लिए हर्ष और गौरव की बात होती है. ऐसे अवसर पर आप उसकी बुद्धिमत्ता और मेहनत को सराहने वाला पत्र लिखेंगे तो उसका उत्साह बढ़ेगा और वह अधिकाधिक यश अर्जन करने का यत्न करेगा.

प्रारम्भ में समाचार मिलने पर खुशी जाहिर करें :

1. It was wonderful to read in the papers that you have passed your M.A. examinations with a First Class in English Literature.
2. It is a great pleasure for me to learn from today's paper that you have passed the Higher Secondary Examinations in the first division.
3. I am so happy to know that you have attained graduation with flying colours.\*
4. We are so glad to hear the good news of your son passing the Higher Secondary Examinations with such good marks.
5. I was overjoyed to learn from your letter that you have qualified as a doctor.
6. My heart is filled with pleasure to learn that you are now a full-fledged engineer.

हर्ष के बाद मीठे शब्दों में बधाई दें :

7. My heartiest congratulations on your creditable success.
8. Please give your son our love and congratulations on his remarkable success.
9. We have always watched your son's brilliant performance in school and knew that he would come out with flying colours.
10. Your brilliant success is an achievement, of which you can well be proud.
11. You must be feeling justly proud of your son.
12. It was a splendid achievement and we are all proud of you.

अब उसके उज्ज्वल भविष्य की कामना व्यक्त करें :

13. Now, you will certainly be able to realise your ambition of becoming a professor.

\*Flying colours का अर्थ होता है उत्तम यश.



14. Your splendid success now opens up wonderful opportunities for you to rise in life.
15. With your brilliant academic record it would not be difficult for you to soon get a good job and share your father's responsibilities.
16. I am sure you will prove a worthy addition to the medical profession.
17. With your qualifications you can now join your father's business and achieve still greater prosperity.

बधाई के साथ-साथ आगे उसका विचार क्या है, इसकी पूछताछ करने से पाठक को आपकी सतत मित्रता का सुखद परिचय मिलता है :

18. What are your future plans ?
19. What line do you propose to take up now ?
20. Are you now thinking of going abroad for higher studies ?
21. Do you intend to continue your education or join your father's business ?
22. You must have started looking for a suitable job now.
23. Do drop a line to let me know what you are going to do next.
24. We are very keen to hear about your future.
25. We have always watched the brilliant progress of your daughter with keen interest and are sure that she will be a success in whatever she chooses to do.
26. Your daughter is a bright and intelligent girl, and, I hope you will encourage her to continue education.

सराहने योग्य अन्य बातों का भी यथा अवसर उल्लेख किया जा सकता है :

27. I realise that your brilliant success has years of hard work behind it.
28. You have maintained the splendid tradition of your family.
29. Now that you have done so well in this examination, I suggest you to attempt for I.A.S.
30. It is all the more creditable that your splendid success was achieved in spite of your recent illness.
31. That you did so well in the examinations, while holding a regular job, is really creditable.

अंत में भविष्य में ऐसे ही यश अर्जन करने की शुभकामना कीजिये\* :

32. My best wishes for future successes !
33. I wish you all the best for future successes, too.
34. Please give your son our blessings and good wishes for a bright future.
35. I hope you to win many more such distinctions in your academic career.

\* Plural प्रयोग करने से अनेक बार यश-प्राप्ति की शुभकामना जाहिर होती है.



## नौकरी मिलने पर बधाई (On Getting a Job)

आजकल नौकरी मिलना योग्य व्यक्ति के लिए भी कितना मुश्किल है, यह सब जानते हैं. इसलिए आम आदमी के लिए नौकरी की प्राप्ति सचमुच एक शुभ अवसर है. और वह व्यक्ति अगर आपका संबंधी या मित्र है तो अवश्य उसको बधाई-पत्र भेजिये.

प्रारम्भ में समाचार पर खुशी जाहिर करें :

1. This is to tell you how happy I am to hear about your appointment as a Project Engineer in such a well-known firm.
2. I was immensely glad to know that you have secured this job as Sales Officer in a big company.
3. I was very happy to learn from your letter about your appointment as an executive in this progressive concern.
4. It was a wonderful relief to know that you have finally got a job.

खुशी जाहिर करने के बाद बधाई दें :

5. The news that you have been appointed in a senior position fills my heart with great happiness.
6. My heartiest congratulations\* on your getting such a fine job.
7. Please convey to your son my congratulations on his appointment.
8. My congratulations and good wishes for success in your new career and responsibilities.
9. Our hearty congratulations on your selection to this post inspite of stiff competition.
10. Please accept our felicitations on being given a responsible position at such a young age.

काय क्या एवं कैसा है, इसकी पूछताछ करना घनिष्ठता का द्योतक है :

11. Does the job involve long hours ?
12. Will the job mean hard work ?
13. I am interested in knowing the type of work that you will be doing.
14. Will you now be required to go on frequent tours ?

\*Congratulations के साथ for लगाना एक आम गलती है.



15. What are the perquisites that go with your new job ?
16. How long will you be on probation‡ ?
17. Do you find the work interesting ?
18. How do you find the office atmosphere ?
19. Is your boss a nice person ?

अब भविष्य में उत्तरोत्तर प्रगति होती रहेगी ऐसी आशा व्यक्त करें :

20. With your qualifications and capabilities it will not be long before you rise in this organisation.
21. A very bright future now lies ahead of you.
22. You are a very bright young man, and I am sure you will rise at a fast pace in your organisation.
23. You may have to work hard, but you certainly will be rewarded for it.
24. This is just a small beginning ; given your intelligence and industriousness, it will not be long before more rewarding positions are entrusted to you.

प्राप्त पद के लिए उसकी योग्यता की सराहना करें :

25. Industry in this country needs bright young executives like you.
26. Now that your father has retired, your salary will be a great help to run the house and your brother's education.
27. If there are any departmental examinations in your office, make sure to appear for them.
28. As you are a hard working young man, I am confident that your performance will be more than satisfying to your superiors.

शुभकामनाओं के साथ पत्र समाप्त करें :

29. I wish you all success in your new job.
30. Let me express the hope that your new appointment will pave the way to more rewarding positions.
31. Our good wishes are with your son, who has made such a bright start in life.
32. I wish you to create a favourable impression through your new job.
33. I wish you continuing prosperity in the career on which you are launched.



## पदोन्नति पर बधाई का पत्र (Congratulations on Promotion)

नौकरी में तरक्की होना किसी भी व्यक्ति की योग्यता का परिचायक है. इसलिए ऐसा योग्य व्यक्ति अगर आपका संबंधी अथवा मित्र है तो उसकी योग्यता की सराहना में आपको पत्र लिखना ही चाहिए.

प्रारम्भ में समाचार पर हर्ष प्रकट करें :

1. It was wonderful to receive the good news about your promotion as Marketing Manager.
2. I was so happy to hear that you have now been promoted to the post of Zonal Manager.
3. We were immensely pleased to learn from your letter about your recent promotion as Assistant Director.
4. It was wonderful to hear that you have attained a high rank at such a young age.
5. I was overjoyed to learn that you have been taken out of the typists' pool and promoted as Private Secretary.
6. The news of your promotion has filled our hearts with immense pride and pleasure.

खुशी जाहिर करने के बाद बधाई दें :

7. My heartiest congratulations on this rapid rise to a higher post.
8. My congratulations on this befitting recognition of your merits.
9. Please accept my felicitations\* on reaching the top of the ladder in your corporation.
10. I heartily congratulate you on your promotion.

उच्च पद के साथ बढ़नेवाली जिम्मेदारी संभालने की उसकी योग्यता पर विश्वास प्रकट करें :

11. This promotion does mean added responsibilities, but I have no doubt about your capabilities to discharge them as efficiently as before.
12. Greater responsibilities of course mean more work, but I know you never shied from hard work.

\*बधाई.

†(काम से) मुंह मोड़ना.



13. As you have been given a decision-making position, your responsibilities have increased much more ; but I am sure of your capabilities to shoulder them.
14. As this is a responsible post you may now have to work much harder than before, but I trust you will meet the challenge with skill and ability.

निरंतर प्रगति होती रहने की आशा प्रकट करें :

15. I am sure you will keep rising in your career.
16. I wish many more feathers in your cap.
17. Now that you have attained your first senior position, I hope your rise to be steady and continuous.
18. I hope this promotion proves to be the first rung\* of the ladder of your progress.
19. Now that you have started your way up, I am sure you will not stop till you reach the top.

पदोन्नति संबंधी अन्य अच्छी बातों का भी जिक्र करें :

20. Your promotion proves once again that a good man always progresses.
21. I may say that in promoting you to this key position your company has taken one of its wisest decisions.
22. The Government has given due recognition to your merit by promoting you over others.

अंत में नयी जिम्मेवारी के प्रति शुभकामना दें :

23. I wish you all the best in your new responsibilities
24. Best of luck in your new responsibilities.
25. My very best wishes to you for discharge of your new responsibilities.

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\* (सीढ़ी की) पंड़ी.



## पुरस्कार मिलने पर बधाई (Congratulations on Winning a Prize)

परीक्षा में अथवा अन्य किसी अवसर पर पुरस्कार प्राप्त होना किसी भी व्यक्ति की विशेष योग्यता का प्रमाण है, और उसके लिए तथा उसके संबंधी व मित्र-जनों के लिए गौरव की बात है। ऐसे गौरव की प्राप्ति पर अवश्य हर्ष व बधाई का पत्र भेजा जाय।

प्रारम्भ में शुभ समाचार पर असीम हर्ष प्रकट करें :

1. The great news, that you have been placed in the merit list of the Higher Secondary Examination result, has made us very happy.
2. The wonderful news that you have won the first prize in the open essay competition organised by the Indian Literary Academy, pleases us immensely.
3. It was thrilling to hear that your University has named you Sportsman of the Year and awarded you a gold medal.
4. I was very glad to hear that you have been awarded a merit scholarship for standing first in your subject in the B.A. Examination.
5. My heart was filled with great happiness to learn that you have been declared winner of the first prize in the All-India Inter-University Elocution Competition.
6. I cannot tell how happy and proud I am on learning that you are one of the prize-winners in the International Childrens' Painting Competition.

हर्ष की अभिव्यक्ति के पश्चात् भाव-मीनी बधाई दें :

7. I congratulate you most sincerely on this splendid achievement.
8. Give your very talented son my hearty congratulations and blessings for his remarkable achievement.
9. Please accept my hearty congratulations for creating a name for yourself.
10. My heartiest congratulations on this scintillating\* success.
11. I felicitate you most sincerely on achieving such great renown.†

पुरस्कार के लिए उसकी असीम योग्यता का उल्लेख करें :

12. Your brilliant career in school did deserve this wonderful appreciation.

\*बलवत्ता, देवीप्यमान.

†कीर्ति.



13. I know that a brilliant boy like your son could not but top the list.
14. You fully deserve this suitable recognition of your talents.
15. This is another well-deserved addition to the prizes that you have already won in this particular field.
16. With the long hours of practice that you put in, you richly deserved this reward.

पुरस्कार मिलने के संभाव्य सुपरिणाम की चर्चा करें :

17. Now that you have won a gold medal, you will certainly be considered favourably for a merit scholarship for advanced studies in this subject.
18. Having won this well-known literary award, you are certainly on your way to becoming a writer of repute.
19. Having won this high recognition you can now participate and make a name in national as well as International sports competitions.
20. It is fortunate for you to have won this merit scholarship, as it will enable you to continue your higher studies without any financial worries.
21. The prize money you have received now will enable you to buy some important books required for higher studies.
22. The due recognition of your debating skill will greatly help you in achieving renown as an accomplished public speaker in future.

पुरस्कार का प्राप्ति से सबको खुशी की चर्चा करें :

23. Your parents must be feeling very proud of you.
24. All your friends here take great pride in your distinguished achievement.
25. You must be feeling justly proud of your intelligent son.
26. How I wish all of us were as talented as you.\*
27. We all appreciate your wonderful performance.

पत्र के अंत में शुभकामना दें :

28. I wish you many more of such successes.
29. I wish many more feathers in your cap†.
30. Let me express the hope that your very talented daughter will achieve many more of such distinctions in her life.
31. I hope that this recognition is one of a long list of honours to be won.
32. My best wishes for a distinguished and bright future.

\*“काश मैं तुम्हारे जैसा बुद्धिमान होता” ऐसा कहना सबसे बड़ा अभिनंदन होता है.

†“A feather in the cap” इस मुहावरे का अर्थ होता है यश संपादन करना.



## रोग से मुक्ति मिलने पर बधाई (Congratulations on Recovery from Illness)

ऐसे अवसर पर शुभेच्छा-पत्र लिखने का रिवाज पश्चिम देशों में विशेष प्रचलित है. वहाँ "Get well soon" ऐसी शुभेच्छा प्रकट करने वाले छपे हुए कार्ड भी मिलते हैं. लेकिन ऐसे कार्ड में वह अपनापन नहीं झलक सकता जो आपके लिखे हुए पत्र में झलकेगा.

प्रारंभ में रोग से मुक्ति मिलने पर हर्ष प्रकट करें :

1. I am delighted to learn that you have completely recovered from your long and serious illness and were discharged from the hospital yesterday.
2. It is a great relief to hear that you are now back home from the hospital.
3. It is wonderful to know that you have at last recovered from your long illness and have started moving around the house.
4. I am very happy to hear that your son has recovered from his serious illness and can now move about.
5. The news of your recovery from your long and serious illness has filled my heart with immense relief.
6. My happiness knew no bounds when I got the great news that you have at last been cured:

फिर स्वस्थ होने की बधाई दें :

7. I congratulate you on being cured of your serious illness.
8. Your recovery from such a dangerous disease really deserves congratulations.
9. Please accept my congratulations on your ultimate recovery after such a long period of illness.
10. Hearty congratulations on being cured of such a dangerous ailment.
11. We congratulate you most sincerely on your dear daughter's recovery from such a dangerous ailment.
12. My congratulations for at last getting well.

बधाई के बाद पूर्ण स्वास्थ्य-लाभ की कामना करें :

13. I am sure you will be all right within a few days.
14. I do hope you will be up on your feet soon.



15. I expect you will soon regain your robust health.
16. I hope it will not be long before you are in completely good condition of health.
17. Now you will very soon regain your previous health.
18. I am confident that you will now get well fast.

पूर्ण स्वास्थ्य-लाभ के लिए आप कोई सुझाव दें तो उससे आपका विशेष स्नेह व्यक्त होगा :

19. Why not come here for rest when you are well enough to travel ?
20. I feel you should now go to some hill station for convalescence,\* as a cool climate will greatly help you to regain your health.
21. Please take care of your diet for a few days.
22. Please be sure to take some good tonic.
23. Take good rest for at least a month.
24. Don't strain yourself so long as you don't feel strong enough.
25. Your illness must have brought a lot of tense moments to your parents. Thank God their worries are over.
26. I am sending you some short-story books to help you pass time during your convalescence.
27. Listening to music on your tape recorder would provide good relaxation and entertainment during convalescence.

अंत में संपूर्ण स्वास्थ्य के लिए शुभकामना दें :

28. You better call somebody to give you company.
29. My best wishes for a full and speedy recovery.
30. Wishing you the best of health in the future.
31. I hope you recover fast and regain your lost health.
32. My best wishes for a quick and perfect recovery are with you.
33. I pray for your recovery to normal health.

\*धीरे-धीरे पुनः स्वास्थ्य प्राप्त करने की क्रिया.







## 2

### धन्यवाद के पत्र

#### (LETTERS OF THANKS)

धन्यवाद का पत्र सुसंस्कृत व्यक्ति के उदात्त व्यक्तित्व का परिचायक है। किसी भी उपकार के लिये—बहु छोटा हो या बड़ा—अथवा छोटा-मोटा तोहफा मिलने पर धन्यवाद का पत्र लिखना किसी भी व्यक्ति की कृतज्ञता का द्योतक है। यह उपकारकर्ता के साथ आपके स्नेह-बंधन सुदृढ़ करता है।

धन्यवाद का पत्र चाहे छोटा ही हो, परंतु उसमें लिखने वाले की कृतज्ञता अवश्य दृष्टिगत होनी चाहिए। धन्यवाद करने के प्रमुख अवसर इस प्रकार हैं—

- |   |  |
|---|--|
| 1. विवाह पर उपहार (Wedding Gifts)                     | 6. किसी के मेहमान रहने पर (Staying as a Guest) |
| 2. बालक को उपहार (Gift for Baby)                      | 7. आर्थिक सहायता (Financial Help)              |
| 3. जन्म-दिवस की शुभकामना (Birthday Greetings)         | 8. उपकार (Favour)                              |
| 4. त्योहार की शुभकामना (Festival Greetings)           | 9. सूचना की प्राप्ति (Receiving Information)   |
| 5. संवेदना एवं सहानुभूति (Condolences and Sympathies) |  |

#### पत्र का ढांचा

- |  |                        |
|--|------------------------|
| 1. धन्यवाद से प्रारंभ                    | 3. प्रत्युपकार की आशा  |
| 2. उपकार और उससे होने वाले लाभ का उल्लेख | 4. अंत में फिर धन्यवाद |

#### शादी की बधाई पर धन्यवाद (संपूर्ण नमूना)

##### (Thanks for Congratulations on Marriage)

My dear...

Thank you so much for your congratulations on my marriage. My wife and I very much appreciate your good wishes for our future.

We owe you special thanks for giving full expression to our aspirations. With your blessings and good wishes we hope to go a long way together in achieving these.

It is indeed very fine of you to say such nice things about Leela. She feels flattered. She is by all means a wonderful wife, and I believe I am a very lucky person.

Thank you once again for your good wishes. Leela joins me in hoping that you come to visit us soon and accept our hospitality.

With affection and regards from both of us.

Sincerely yours,

.....



## शादी की बधाई पर धन्यवाद (Thanks for Congratulations on Marriage)

प्रारम्भ में बधाई-पत्र पर धन्यवाद दें :

1. It was very nice to receive your letter and your congratulations on my marriage.
2. It is a great pleasure to receive your letter/telegram congratulating us on our marriage.
3. Many thanks for your sweet letter of congratulations on my marriage.
4. I thank you very much for your greetings and congratulations on our marriage.
5. We are not only happy but also thankful for your good wishes and regards.

अविद्य के लिए शुभकामनाओं को सहर्ष स्वीकार करें :

6. Both, Sheela and I very much appreciate your good wishes for our future.
7. I am sure your good wishes will bring us all happiness.
8. Your blessings will certainly help us make our married life happy.
9. With your good wishes and blessings we look forward to many prosperous and peaceful years together.
10. Your blessings, we are sure, will show us the way to a long and happy married life.

जीवन-साथी की प्रशंसा पर धन्यवाद दें :

11. It was wonderful of you to say all those sweet things about Prakash. I am really lucky to have such a fine husband.
12. It is so nice of you to say all those wonderful things about Deepak. He has indeed made me very happy.
13. It was very fine of you to say all the nice things about Renu. She is certainly a very sweet girl and I consider myself lucky to have her as a wife.
14. It made me very happy to read all those nice things you wrote about Sonali. She is indeed wonderful.

अंत में फिर से धन्यवाद दें :

15. I am proud to know that you hold such a high opinion of '.....'. Both of us feel flattered and are thankful to you.
16. We appreciate your good words about us. They make us feel great.
17. Thank you once again for your good wishes.
18. We both hope you will call on us soon and accept our hospitality.
19. Ravi joins me in thanking you for your good wishes. We invite you to accept our hospitality.



## शादी के उपहार पर धन्यवाद (Thanks for Wedding Presents)

धन्यवाद के शब्दों से आरंभ करें :

1. Thank you so much for your wonderful wedding gift.
2. We are grateful to you for the very nice present that you sent us on the occasion of our wedding.
3. It was a great pleasure for me to receive your beautiful wedding gift.
4. It was more than kind of you to send such a lovely wedding gift.
5. It is so sweet of you to have selected such a wonderful gift for our marriage.
6. We are thankful to you for presenting us with such a lovely gift on our marriage.

धन्यवाद के पश्चात् उपहार के बारे में लिखना—विशेषतः आपके जीवन से संबंधित उसकी उपयोगिता के विषय में—अथवा उसकी सुंदरता का वर्णन करना पाठक के लिए सुखद होता है। ये वाक्य उपहार के अनुरूप होने चाहिये :

7. The glasses you have presented us are really wonderful.
8. The lovely alarm clock, I hope, will teach me to be punctual.
9. The decorative mirror you sent us was exactly what we needed for our drawing-room.
10. The beautiful crockery you have sent us has indeed become a decoration piece for my kitchen.
11. The attractive painting you sent us already adorns our drawing-room.
12. Your lovely gift will not only remind us of you as often as we use it but is also a valuable addition to our household.

फिर से धन्यवाद दें :

13. Thank you once again for the lovely present.
14. Once again we thank you very much.
15. We convey our thanks once again.
16. Many many thanks again.

यहां पत्र पूरा हो सकता है, अथवा एकाध छोटा सा स्नेहपूर्ण वाक्य जोड़ कर पत्र समाप्त किया जा सकता है। उदाहरण के लिये :

17. Please visit us soon and also see how well your painting looks in our drawing-room.
18. We look forward to seeing you next month.
19. I do hope you will be able to visit us soon and see how well your sari looks on me.
20. We wish to have you with us very soon.
21. We are sure you will not turn down our invitation.



## बालक को प्राप्त उपहार पर धन्यवाद (Thanks for Birthday Gifts)

बालक के जन्म-दिवस पर मिलने वाले उपहार के लिए माता-पिता की ओर से धन्यवाद का पत्र भेजा जाता है, उसका ढाँचा साधारणतया शादी के उपहार पर जाने वाले धन्यवाद जैसा ही होता है.

पत्र के आरंभ में वे ही वाक्य प्रयोग हो सकते हैं. केवल wedding की जगह birth-day लिखकर for our baby/child जैसा स्पष्टीकरण करना पर्याप्त होगा :

1. Thank you so much for your wonderful birthday present.
2. I am so grateful to you for the very nice present you have sent on the occasion of my birthday.
3. It was a great pleasure for me to receive your beautiful birthday present.
4. It was more than kind of you to send such a lovely birthday gift.
5. I thank you for your lovely birthday present.
6. Please accept my thanks for the wonderful surprise.

इस पत्र में भी उपहार की उपयोगिता अथवा सुंदरता के बारे में उसके स्वरूप के अनुसार कुछ लिखना उचित होगा. उदाहरण के लिए :

7. The sweater you made for our baby looks beautiful on her.
8. The blanket you sent for the baby is really soft and warm and he feels very cozy in it.
9. Our baby looks so sweet in the beautiful little dress you sent for her.
10. Little Lalita simply adores the cute little doll, and if she could write she would have told you of being the best Auntie in the world.
11. You have definitely made a perfect choice of the toys, as they are not only playthings but also good exercise for our child.
12. We appreciate your choice for clothings for our baby. They look wonderful on him.

पुनः धन्यवाद देने के लिए वे ही वाक्य प्रयोग हो सकते हैं जो शादी के उपहार पर लिखे जाने वाले धन्यवाद-पत्र में दिये गए हैं :

13. Thank you once again for the lovely present.
14. Once again we thank you very much.
15. We convey our thanks once again.
16. Many many thanks again.

पत्र के अंत में बालक का जिक्र करना उचित होगा :

17. Do visit us soon and see the baby.
18. I do hope you will be able to call on us soon and see our baby.
19. We hope you will come and see the baby now that I am back from the maternity home.



## जन्म-दिवस की शुभकामना पर धन्यवाद (Thanks for Birthday Greetings)

जन्म-दिवस की शुभकामनाएं आजकल छपे हुए कार्ड द्वारा भेजने का रिवाज चल पड़ा है. ऐसे कार्ड के लिए धन्यवाद का उत्तर छोटा ही होता है. उसमें दो ही भाग होते हैं—१. शुभकामना मिलने पर हर्ष, और २. शुभकामनाओं के लिए धन्यवाद.

शुभकामना मिलने पर हर्ष :

1. I cannot tell you how flattered I feel that you remember my birthday.
2. It was a real pleasure to receive this morning your charming note of birthday greetings.
3. I am very happy to receive your blessings on my birthday today.
4. I am overjoyed to know that you remember my birthday even after so many years.
5. It was such a pleasant surprise to receive your greetings on my birthday.
6. I am very happy to know of the kind sentiments you have expressed on the occasion of my birthday.
7. By remembering me on my birthday you have reminded me once again of our long and friendly association.

शुभकामनाओं के लिए धन्यवाद .

8. Thank you so much for your good wishes.
9. I am indeed grateful for your blessings and good wishes.
10. I am deeply touched by your kind remembrance.
11. The letter of your good wishes warms my heart and I am extremely grateful to you for this.
12. I thank you for your greetings and blessings which I need, not only now, but for all such occasions to come.



## त्योहार की शुभकामना पर धन्यवाद (Thanks for Festival/New Year Greetings)

नूतन वर्ष, दिवाली अथवा क्रिसमस जैसे मंगल अवसरों पर शुभकामना प्रकट करने वाले छपे हुए कार्ड हर आदमी के पास आते रहते हैं. प्रत्युत्तर में भी ऐसे कार्ड भेजने का रिवाज है. लेकिन कभी-कभी प्रत्युत्तर का कार्ड समय पर न जा सका हो तो शुभकामनाओं का धन्यवाद करने के लिए छोटा-सा पत्र लिखना शिष्टता का द्योतक है. ऐसे पत्र में तीन भाग होते हैं — १. शुभेच्छा मिलने पर हर्ष, २. शुभेच्छा के लिए धन्यवाद, और ३. प्रति-शुभेच्छा.

शुभेच्छा मिलने पर हर्ष की अभिव्यक्ति करें :

1. It is a real pleasure to receive your warm greetings for Diwali.
2. I was very happy to receive your New Year Greetings.
3. Your new year greetings will surely lead me to a prosperous year I believe.
4. Your greetings for Diwali have added to our happiness and gaiety.
5. Wishing you all the same we thank you for your greetings for the New Year.

शुभेच्छा का धन्यवाद करें :

6. I am grateful for your good wishes.
7. Thank you so much for your good wishes.
8. I am thankful for your good wishes and greetings.
9. Please accept our thanks for your good wishes.
10. We take pleasure in thanking you for your greetings.

प्रति-शुभेच्छा व्यक्त करें :

11. I too wish you a very happy and prosperous New Year.
12. I wish you a merry Christmas/happy Diwali.
13. I send you my sincere greetings of the season.
14. Please accept, in return, my sincere greetings.
15. Wish you all the same.
16. And here is wishing you too a happy and prosperous new year.
17. May God also give you and your family the best of everything in life.
18. I pray for the happiness and wellbeing of you and your family in the coming year.



## सूचना भेजने के लिए धन्यवाद (Thanks for Information Received)

आधुनिक युग में आम आदमी को अपने कामकाज के लिए उपयुक्त जानकारी प्राप्त करने हेतु भिन्न-भिन्न व्यक्तियों, अधिकारियों तथा कार्यालयों को पत्र लिखकर पूछताछ करने का अवसर हमेशा आता रहता है, ऐसी जानकारी मिलने पर इसे भेजने वाले को धन्यवाद देने के लिए छोटा-सा पत्र लिखना शिष्टता का द्योतक होगा.

प्रारंभ में सूचना-प्राप्ति का उल्लेख करें :

1. This is just to inform that I have received the information you so kindly sent in response to my request.
2. I have received the form you sent in reply to my inquiry and thank you for it.
3. Thank you so much for your informative reply to my letter.
4. The circular you sent in response to my letter is certainly very informative and I thank you for it.
5. The literature that you so kindly sent, tells me all that I wanted to know, and I am thankful to you for it.
6. I thank you for your prompt and informative reply to my enquiry.
7. I am thankful to you for answering my queries so promptly.

सूचना की उपयुक्तता के बारे में लिखें :

8. On the basis of your information I can now write to the concerned authorities.
9. The form you sent me will help me to lay my claim before the concerned authorities.
10. Thanks for your information ; I shall now be able to contact the concerned officer and expedite the matter.
11. The proforma\* is certainly extensive and meets my requirements fully.
12. The information you have supplied will enable me to expedite this matter in the proper way.

अंत में फिर से धन्यवाद दें :

13. Thank you again for your help.
14. I thank you once again for your kindness.
15. Many thanks again for the information.
16. Please accept my thanks once again for your prompt and informative response.
17. I am obliged and thank you for your favour.

\*यह शब्द वास्तव में adjective है, और उसका अर्थ है "रिवाज अथवा पद्धति के अनुसार". लेकिन परिपत्र अथवा फॉर्म के अर्थ में यह संज्ञा के रूप में भी प्रयोग होता है.



## संवेदना की अभिव्यक्ति पर धन्यवाद (Thanks for Condolence)

यह पत्र दुःख की परिस्थिति में लिखा जाता है, इसलिए वह छोटा और सादा होता है। कभी-कभी यह शोकग्रस्त व्यक्ति की तरफ से परिवार का दूसरा कोई व्यक्ति लिखता है।

इस पत्र में संवेदना पर धन्यवाद के साथ-साथ पत्र लेखक ने दुःख के अवसर पर यदि कोई सहायता की हो अथवा सहायता का सुझाव रखा हो तो उसका सधन्यवाद जिक्र किया जाता है।

पत्र का प्रारंभ इस तरह करें :

1. I shall always remember with gratitude the solace your letter has provided me at this tragic event in my life.
2. Thank you for your kind note of sympathy, and your offer for help.
3. Mother has asked me to convey that she very much appreciates the letter of sympathy you sent.
4. I cannot express how much your letter has comforted me in my grief.
5. Your kind and sympathetic letter touched me more than I can say.
6. Your letter of sympathy on this sad occasion has given me great strength and boosted my morale.
7. Your letter of sympathy is sure to give me strength in this hour of trial.
8. I find it difficult to assess the measure of solace, your letter gave me when I was feeling completely lost.
9. Your letter in my grief was and still is a great source of strength at this critical time.

स्नेह पर कृतज्ञता जाहिर करें :

10. No one but you, who knew my sister so intimately, would have written such a touching letter.
11. No one knows better than you what Meena meant to me.
12. The understanding with which you have shared my grief has touched my heart.
13. How can I express to you my gratitude for standing by me in this hour of trial ?
14. You were a pillar of strength for me in my hour of trial.



15. I was feeling very desperate indeed, but your letter of sympathy in my grief has helped me a lot to pull myself out of it.

सहायता, अथवा सहायता के प्रस्ताव पर धन्यवाद हैं :

16. I thank you from the core of my heart for your kindness and help to Mohan during his long illness.
17. I am deeply touched by your offer of help, but I regret there is nothing any one can do to help us right now.
18. It was very kind of you to make such a generous offer for assistance, and I appreciate it more than I can say.
19. I really do not know what I would have done without you on this critical occasion.
20. You have indeed been a great help in my hour of distress.
21. But for you I would not have been able to bear this shock.
22. It was kind of you to have come out with an offer of help and I shall positively intimate you as and when it is needed.
23. I really appreciate your good gesture of help which is most needed at this crucial juncture.
24. Had it not been for your help, I would have lost my confidence completely.
25. I am extremely thankful for the generosity you have expressed at this crucial moment.

पत्र का अंत कुछ इस तरह करें :

26. Only time can help us get over this terrible shock.
27. You have really been very kind to us.
28. Thank you for everything.
29. Please excuse me for such an inadequate letter of thanks.



## किसी के साथ मेहमान बनकर रहने पर उसके आतिथ्य का धन्यवाद (Thanks for Hospitality during Stay as a Guest)

प्रारंभ में बीते समय पर आनंद की अभिव्यक्ति करें :

1. That vacation with you was a treat long to be remembered.
2. This is just to tell you how much I enjoyed the week-end with you.
3. It was terribly stuffy in Delhi today after the pleasant coolness at your wonderful place.
4. What a wonderful time I had in your company.
5. All good things end too soon, and the wonderful vacation with you was no exception.
6. How I wish this vacation spent at your wonderful place had gone on and on !
7. I am back home, but wish I were still with you.
8. The memory of the good times spent with you shall remain fresh for ever.
9. How can I ever forget the lovely times I had in your company.
10. I wish I had the time and opportunity to prolong my stay with you.
11. I shall remember every bit of the fun we had while I was staying with you.
12. I am not likely to forget the courtesies extended by you and your hospitable wife for a long long time.
13. The change I had from this busy and hectic life has done me wonders.

आतिथ्य के सुखद स्मरण के बारे में उल्लेख करें :

14. Everything at your place was just about perfect.
15. I enjoyed immensely—the weather, the scenery and above all your company.
16. Those treks\* in the woods with you are unforgettable.
17. The rest I enjoyed at your place has done me a world of\*\* good.
18. I am sure there could not be a better way of enjoying a holiday.
19. It was a hectic but happy time with you.

\*पैदल सैर

\*\*अत्यधिक



20. Helping you building of that shed at the back was real fun.
21. I shall always remember that trip to the old palace.
22. I enjoyed every bit of the time spent with you.
23. Oh, bathing in that river was so much of a fun that I shall always remember.
24. I am missing those long rides in the woods and mist.
25. Kindly remember me to your Aunt who was such a dear and excellent cook.

मिसत्रण के लिए धन्यवाद करें :

26. I hope you and your charming and very hospitable wife know how much I appreciate your kindness to me.
27. I very much appreciate the hospitality with which everybody in your family treated me.
28. I consider myself fortunate in having such a hospitable friend.
29. Thank you so much for everything you provided me.
30. There is certainly no other house to which I go with so much pleasure and leave with so much regret.
31. Thanks a lot for giving me a wonderful week-end.
32. I am most grateful for everything which you and your wife did in making my stay enjoyable.
33. I am most grateful to all of you for treating me as one of the family.
34. The memory of this week-end spent at your farm shall linger in my mind for ever.

पत्र का अंत इस तरह हो सकता है :

35. I do hope you will give me an opportunity to return your hospitality at least to some extent.
36. I hope such happy times come again soon.
37. I do hope my stay with you did not cause your family any inconvenience.
38. Looking forward an opportunity to return your hospitality in my own humble way.



## **मित्र से आर्थिक सहायता प्राप्त करने पर धन्यवाद** **(Thanks for Financial Help Received from a Friend)**

**प्रारंभ में सहायता-प्राप्ति का सधन्यवाद उल्लेख करें :**

1. Today's post brought your cheque for a thousand rupees, and I really do not know how to thank you for this timely help.
2. Your money-order for Rs. 200/- reached me this afternoon, and I am indeed grateful for this valuable assistance.
3. I am really grateful to you for responding so promptly to my request for assistance and sending the Demand Draft for Rs. 5000/-.
4. I knew my request for financial help would never be turned down by you. I am grateful to you for your generosity and promptly sending the cash.
5. It is with gratitude and a sense of relief that I thank you for your cheque which I received today.
6. It was really kind of you to have come to my help at a time when I had none else to look to for financial help.
7. I do not really know, how I can ever repay you for your timely financial help.
8. With your timely financial help you have not only done me a favour but also given me the much needed moral support.

**अब राशि के उपयोग के बारे में लिखें हर एक का अपना-अपना उपयोग होगा, उदाहरण के लिये :**

9. I really do not know how I could have tidied over my present difficulties but for your kind assistance.
10. This sum will help me pay off some pressing debts and give me great mental relief.
11. Your loan will help me make some urgent investment in my business and thus give it the much needed support.
12. With this money I will be able to provide the adequate medical treatment to my wife/son/father.
13. I shall now be able to get my wife/son/daughter admitted in a good hospital for proper treatment.
14. This amount will help me pay for my son's college education, which otherwise would not have been possible.
15. Now it will be possible for me to buy some important equipment that I need for my profession.



16. It's a great relief to be in a position to at least square up my credits with the money you so kindly sent.
17. With this cash in hand I, now, do not have to worry about any delays in the completion of my house/project.

कर्ज की वापसी के बारे में आश्वासन देना न सूलें :

18. I shall be able to return this amount within the next four months.
19. I expect to start repayment of this amount next month and complete it in six months' time.
20. You will receive the entire amount back on the first of the next month.
21. Rest assured I shall try to repay this loan as early as I can, and definitely within a year.
22. I shall make it a point to repay your loan at my earliest.
23. I am starting repayment of your loan next month and intend to repay it fully in six equal monthly instalments.
24. Although I wish to repay this loan at the earliest possible, I do hope you will bear with me till my financial condition improves a little.
25. I promise entire repayment of the amount as early as possible and positively in a month's time.
26. I have full hopes of repaying the entire loan by the end of the next month.
27. I hope you will be generous enough to give two to three months more the repayment of your loan.

अन्त में फिर से धन्यवाद दें :

28. Let me repeat that I am fortunate to have a generous friend like you.
29. Let me again express my gratitude for what you have done for me.
30. I wish to thank you again for your help, which I shall never forget.
31. Please accept my thanks again for your very timely help.
32. Although I shall repay the money, I shall never be able to repay your kindness.\*
33. The money sent by you shall be returned as soon as I get my payments from the parties.
34. Once again I thank you for being so considerate and helpful.
35. I am indebted to you for your generosity in giving me this loan.

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\*जिस धन्यवाद में कृतज्ञता की अभिव्यक्ति होती है वह सहायता-कार्य के लिये सबसे अधिक सुखद होती है.



## उपकार के लिए धन्यवाद (Thanks for Favour Received)

मित्रों अथवा समाज के अन्य व्यक्तियों की ओर से किए गए छोटे-बड़े उपकारों के लिए धन्यवाद करने का अवसर हर किसी के जीवन में आता है। ये उपकार भिन्न-भिन्न प्रकार के हो सकते हैं, लेकिन उपकार बड़ा हो या छोटा, उसके लिए उपकारकर्ता के प्रति कृतज्ञता प्रकट करने के लिए छोटा-सा पत्र लिख देने से भी स्नेहभाव बढ़ता है।

प्रारंभ में उपकार का सधन्यवाद उल्लेख करें :

1. This is to tell you how grateful I am for the very kind treatment you gave my son during his recent visit to Bombay.
2. I must express my gratitude to you for allowing my daughter to stay at your place during her recent visit there.
3. I was very happy to learn that you came to the railway station/airport to receive my wife on her arrival there.
4. I learn that you spent a lot of time showing my family the sights of Bombay and I am grateful for this courtesy.
5. This is just a line to thank you for the certificate you have sent in order to help my son in the forthcoming interview.
6. I wish you to know that I very much appreciate your kindness in speaking to the General Manager about a promotion for me.
7. It was entirely due to your efforts that my son could get admission to such a well-known school, and I very sincerely thank you for all you did.
8. I wish to thank you for all you help to me in procuring the license.

उपकार से होने वाले लाभ का वर्णन उपकारकर्ता के लिए सुखद होगा :

9. Though it is not enough, I express my gratitude for your courtesy and hospitality.
10. Because of your kindness my daughter has found a home away from home.
11. My son will never feel lonely there, as he can always visit and enjoy your hospitality.
12. Your letter of recommendation has made a lot of difference in the consideration of my claim.



13. Your letters of introduction opened many an important opportunities for me.
14. Your guarantee enabled me to secure a big contract.
15. Without your help, I probably would never have got this job.
16. It is entirely with your help that I have been able to get my case settled.
17. But for your advise, I could never have imagined to effectively pursue my appeal.

प्रति-उपकार का अवसर पाने की आशा व्यक्त करें :

18. I hope that you will give me an early opportunity to repay your kindness.
19. I very much hope to be able to do something for you in return.
20. I await the opportunity to return this act of kindness on your part.
21. Let me hope that there is an opportunity for me soon to show my appreciation for your kind gesture.
22. Please do not hesitate to let me know if I can be of any use to you.
23. Please feel free to say if I can do anything for you.
24. I now look forward to be able to serve and repay your kindness.
25. I wish to be able to return this kind and generous gesture.

अन्त में फिर से धन्यवाद दें :

26. Please let me thank you again for your kindness.
27. I again express my appreciation for all the trouble you took for my sake.
28. Thank you again for this very kind favour.
29. Once more I thank you for everything that you did for me.
30. Finally, my thanks again for going out of your way to do me this favour.
31. I repeatedly thank you for the favour you have granted me.
32. Please accept my thanks again for all the help you have given me.







# 3

## निमंत्रण के पत्र

### (LETTERS OF INVITATION)

आम आदमी जिन खुशियों के, मंगल अथवा अन्य अवसरों पर अपने मित्र और नातेदारों को निमंत्रण भेजता है वे नानाविध हो सकते हैं. उनमें से मुख्य निम्नलिखित हैं :

१. शादी.
२. बालक का जन्म-दिवस.
३. कोई धार्मिक समारोह (कीर्तन, पाठ आदि).
४. व्यवसाय का शुभारंभ.
५. छुट्टियां साथ बिताने के लिए.
६. गृह-प्रवेश.

साधारणतया जिन अवसरों पर—विशेष रूप से शादी, व्यवसाय का शुभारंभ आदि—बहुत से निमंत्रण भेजने होते हैं, उनके लिए छपे हुए कार्ड भेजने का चलन है, फिर भी जब समारोह छोटा हो, आमंत्रितों की संख्या सीमित रखनी हो, तथा शादी जैसे अवसरों पर भी जब कुछ खास मित्रों और संबंधियों को विशेष स्नेहपूर्ण निमंत्रण भेजने हों तो हस्तलिखित पत्र भेजे जाते हैं. इसलिए ऐसे पत्रों के लिए उपयुक्त वाक्यों के कुछ नमूने आगे दिये गए हैं.

साथ-साथ इसी प्रसंग में निमंत्रण स्वीकार अथवा अस्वीकार करने पर कैसे प्रत्युत्तर लिखा जाता है—यह स्पष्ट करने के लिए भी उपयुक्त वाक्यों के नमूने अलग से दिये गए हैं.

उपस्थिति की सूचना कभी अलग पत्र द्वारा दी जाती है, तो कभी बधाई के पत्र में ही उसका निर्देश करने वाले वाक्यों का समावेश होता है.

उपस्थिति की सूचना या उसका पत्र में उल्लेख छोटा होता है, क्योंकि, मिलने पर विस्तार में बातें होने की संभावना होती है. परन्तु अनुपस्थिति पत्र क्षमा-याचना का पत्र होने के कारण थोड़ा लम्बा हो सकता है.



## विवाह का निमंत्रण (Wedding Invitation)

My dear,

I am very happy to inform that the date and place of my wedding are now decided.

The ceremony will take place on December 4 at 6 o'clock in the evening at the Arya Samaj Mandir, on the same road as our house.

My father, of course, has sent out invitation cards to everybody, but still I must write specially to a close friend like you.

I have invited all my friends, and I certainly want you also to be present. In fact I shall consider my wedding celebrations incomplete unless you are there by my side.

We have arranged a reception party immediately after the wedding ceremony and, of course, you have to stay for this also.

I'm counting on your presence. So please don't disappoint me. You know how much it will mean to me to have you with me on this happy occasion.

Very Sincerely Yours,



## विवाह का निमंत्रण (Wedding Invitation)

प्रारम्भ में शुभ समारोह का दिन, जगह आदि का विवरण दें :

1. This is to inform you that the date for my marriage has been decided.
2. I am happy to inform you that the date and place of my wedding ceremony have been finally decided.
3. The marriage-party will start from our home on May 5 in the evening at six.
4. The ceremony will be performed on the 15th of May at 10 o'clock in the morning at Mangal Karyalaya, Main Road.

अब व्यक्तिगत निमंत्रण दें :

5. Of course, printed invitations have been sent out, but I must write personally to a close friend like you.
6. You will surely receive a printed invitation card, but that is not enough for a close friend like you.
7. I am inviting all my friends, and you are the most important among them.
8. I don't have to tell you that without your presence the wedding celebrations would be incomplete.
9. Of course, you have also to stay on for the reception party.
10. This invitation is also for the reception that will follow the wedding ceremony.

अंत में आने का आग्रह पुनः करें :

11. I shall not accept any excuses for not coming.
12. I'm counting much on your coming—so don't disappoint me.
13. I don't have to tell you how disappointed I shall feel if you don't come.
14. Let me remind that, you have to be there—I'm not going to accept a 'negative answer'.



## बालक के जन्मदिन की पार्टी पर न्योता (Invitation for Child's Birthday Party)

प्रारम्भ में हर्ष के साथ सूचना दें :

1. I am happy to convey that my son Sunil will be completing four years next Monday.
2. By the grace of God our daughter Anita will be stepping into the fifth year on the 19th of this month.
3. We are very happy to let you know that our son Amar will be celebrating his first birthday next Thursday.
4. It is a matter of pleasure for us to inform you that by the grace of the Almighty our dear daughter Asha will be six years old on the 5th of the next month.
5. You will be happy to learn that our little Sonu will be stepping into her second year on the 10th.
6. We take great pleasure in informing you that our son Trilok will be three\* day-after-tomorrow.
7. With great pleasure we wish to inform you that we shall be celebrating the 1st birthday of our son Ashok the coming Thursday.
8. We are pleased to inform that our youngest son Krishan shall be completing four on the 20th of this month.

समारोह पर पधारने का निमंत्रण दें :

9. On this happy occasion may I invite you to a small party ?
10. On this joyous occasion we are hosting a party for a few friends and I do hope you will attend.
11. We propose to invite a few friends to celebrate this happy event, and you, of course, are one of them.
12. You are very cordially invited to a birthday party that we are hosting on this happy occasion.
13. We solicit your presence on this gay and happy occasion.
14. We invite you and all the children to join us on this occasion.

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\*Three years old का संक्षिप्त रूप.



साथ-साथ समारोह का विवरण दें :

15. The party shall be organised at our residence, next Thursday, at 6 in the evening.
16. We are holding the party at our place on December 23 at seven o'clock in the evening.
17. The party is at the Blue Room, Sweet Restaurant, Modern Road and the time 5-30 in the evening of next Friday, the 30th of June.
18. The party is to be held at 5 O'clock, the 24th of June on the lawns of the Community Centre.

निमंत्रण की स्वीकृति की आशा प्रकट करें :

19. I do hope you will come.
20. May we hope that you will spare the time to attend ?
21. Please do not disappoint us.
22. Please make sure to be our guest.
23. I am very much counting on your presence.
24. I do not have to tell you that this function will be incomplete without your presence.
25. I repeat, you must come.
26. I am very much looking forward to your being with us on this occasion.
27. Please remember to grace this occasion.
28. We expect you to come definitely and bless our son.
29. We are sure you will come.



## धार्मिक अवसर पर निमंत्रण (Invitation on a Religious Function)

विभिन्न धार्मिक अवसरों पर छपे हुए निमंत्रण भेजने का रिवाज तो है ही फिर भी कुछ खास मित्रों तथा संबंधियों को हाथ का लिखा पत्र भेजना स्नेह का सूचक है।

प्रारम्भ में अवसर का नाम, कारण, जगह, समय आदि का विवरण दें :

1. We are happy to inform you that we are performing Satya Naryan Puja on the auspicious occasion of our son getting well from a serious illness. It will be performed this Sunday morning at our residence.
2. We are pleased to let you know that we are holding a Gita-Path on the auspicious occasion of Janmashtami. It will continue throughout the day at our residence.
3. I am happy to say that I have organised a religious discourse by Swami Anand on the occasion of his visit to our city. The discourse has been arranged at the Gita Mandir, Krishna Chandra Marg on December 2 at 6 in the evening.
4. I am happy to say that the threading\* ceremony of my son will be performed on the occasion of his completing five years of age. The function will take place at the Dharma Sabha Hall next Monday morning.
5. It is a pleasure for us to inform you that we are holding "Akhand Path" for three days beginning next Friday. The Path will be held in the courtyard of our house.
6. I am pleased to inform you of the Navratra celebration to be held at our residence on the day of Ram Navmi.
7. It is our pleasure to inform you that the Mundan ceremony of our son Mukesh will be performed on the occasion of his third birthday which is on the 6th of this month.

शुभ अवसर पर पधारने का निमंत्रण दें :

8. I invite you cordially to attend the ceremony and bless our son.
9. You are very cordially invited to come for Puja and "Prasad".
10. I do hope you can make it convenient to attend.



11. May we expect your company at a time of this religious occasion ?
12. We shall be delighted to have you with us on this auspicious day.
13. Your gracious presence on this auspicious occasion is sincerely solicited.
14. I don't have to tell you that such an important occasion cannot be complete without your presence.
15. It is needless to say that this invitation is also to all members of your family.
16. Please come with your family.
17. This invitation extends to your wife too.
18. I am sure you will grace the occasion your presence.
19. We have all hopes that you will oblige us with your presence on the happy occasion.
20. This invitation, with due respects, extends to your parents too.

कोई अन्य संबद्ध बातें लिखनी हों तो :

21. I know you are a very busy person, so I won't detain you for long.\*
22. I know you have recently been ill, but hope you are now well enough if not more to come for a short while.
23. I trust you can arrange your tour in such a way so as to be able to be with us on this auspicious occasion.
24. I realise this is very short notice, but hope you will manage all the same.
25. Though you will be busy with your job on this day, I still insist on you to come for short while.
26. I have high hopes that inspite of your busy schedule you will make it a point to attend this function.

पत्र का अंत कुछ इस तरह हो सकता है :

27. Please drop a line in reply, and I hope it is in the affirmative.
28. So do not disappoint me. I am looking forward to seeing all of you on the occasion.
29. We would be very happy if it is possible for you to accept our invitation.
30. I'm counting on your presence, and hope you will not disappoint me.
31. I hopefully look forward to seeing you and all the family members on this occasion.
32. I have taken your presence on this function for granted.

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\*आमंत्रित व्यक्ति के बहुत व्यस्त होने का जिक्र करना उसके प्रति सम्मान की निशानी है.



## व्यवसाय प्रारंभ करने पर (On Inauguration of Business)

प्रारंभ में खुशी के साथ अवसर की जानकारी दें :

1. I am very happy to inform you that I am opening a medical store on the first of the next month, and Shri....., Minister of Health, has very kindly consented to preside over the inauguration ceremony.\*
2. It gives me great pleasure to let you know that I am opening a clinic next Monday, and Shri....., Minister of Health, will grace the occasion with his presence.
3. You will be happy to learn that I am starting publication of a travel magazine. The inaugural issue will be released by Shri....., Minister of Tourism.
4. You will be interested to know that I have decided to enter the commission agency business and am going to open a small office from the 1st of next month for this purpose.
5. I am pleased to inform you that I am setting up as a Engineering Consultancy firm and opening a small office establishment for this purpose.
6. I am glad to let you know that I have been appointed a retail dealer of Fine Cloth Mills, Bombay and will be opening a depot of the mill next month. The opening ceremony of the depot will be performed by....., Chairman, Delhi Chamber of Commerce.
7. I am happy to inform you that I am opening a dry cleaning business/provision store/newspaper and book-stall on the auspicious day of Diwali, and Shri....., the Mayor, will perform the opening ceremony.
8. It is a pleasure for me to inform you of the inauguration of our new Branch office at Sadar Bazar.

इस शुभ अवसर पर उपस्थिति की प्रार्थना करें :

9. You are cordially invited to the ceremony.
10. May I request you to grace this happy occasion with your presence.
11. I would be very happy if you could come for the opening ceremony.
12. Your gracious attendance at this function is very cordially solicited.
13. I solicit your presence at this happy event.

\*यह compound sentence अगर लम्बा लगता हो तो बीच का and निकाल कर वहाँ fullstop लगाने से दो छोटे स्वयंपूर्ण वाक्य बनाये जा सकते हैं. इस विभाग के और वाक्यों के साथ भी ऐसा किया जा सकता है.



14. I do hope you will attend the opening ceremony and bless the undertakers.
15. Your presence and blessings on this auspicious occasion would make me very happy.
16. You are most welcome to attend the function and give your blessings.
17. Your presence on this happy occasion and good wishes for the success/prosperity of the enterprise would give me great encouragement.
18. We keenly look forward to your presence and expect your blessings.
19. We are sure you will grace the occasion with your being presence.
20. I have high hopes that you will be present on this auspicious occasion to give us your blessings.

समारोह के स्थान, समय आदि का विवरण दें :

21. The establishment is at No. 6, Nehru Nagar, and the opening ceremony will be performed on December 16 at 10 o'clock in the morning.
22. The shop is located at No. 2, Pragati Marg, and the inauguration function has been organised here on Durgashtami Day at six in the evening.
23. I have selected the accommodation for the clinic at Dhavantari Mansion, Ground Floor, Main Road, and the opening will take place at 9 o'clock in the morning of January 26.
24. To start with I shall begin my practice at my residence, No. 25/16, Northern Extension, and the opening ceremony will be performed here at 6 in the evening next Monday.
25. The shop/depot will be opened at Industry House, Ground Floor, Textile Street on Vijaya Dashmi Day at 9 in the morning by the Commissioner for Commerce., Shri... ..
26. Our new office shall be located at No. 24, Mall Road. The inauguration will be done by the.....Chairman, National Chamber of Commerce, on the 25th of August at 10 A.M.
27. Our new shop will be inaugurated by the President.....Traders' Association, at 219, Main Market on the 24th of November at 11 A.M.

पत्र की समाप्ति इस तरह की जा सकती है :

28. I do hope it will be possible for you to accept this invitation.
29. I'm counting on your presence at this happy event.
30. Please be sure to come.
31. I consider your presence necessary, so please do not disappoint me.
32. I do not have to tell you how happy I will be with your presence on this occasion.
33. Of course, this invitation includes all your family members, and I hope you all will come.
34. This invitation also extends to your wife.
35. I am very much looking forward to seeing you on this happy and important occasion.
36. Your presence is a must, so no excuses, please.
37. Please drop a line to reply and confirm.
38. Please make sure to be present on this auspicious occasion.
39. I do not hope to be disappointed.

\*ऐसे निमंत्रण-पत्र में प्रत्युत्तर की प्रतीक्षा विशेष की नहीं जाती.



## छुटियाँ साथ बिताने के लिए निमंत्रण ( Invitation to Spend Vacations )

प्रारंभ में छुटियाँ आरंभ होने पर प्रसन्नता करें :

1. It is not wonderful that the Summer vacations have at last started and we are free from studies.
2. I am so happy that the Puja holidays are now about to start.
3. It was very nice to know that you have applied for a month's leave to go on a holiday.
4. The thought that the Diwali holidays are now so near makes me really glad.
5. I am so happy that our winter vacation is only a few days away.
6. It is such a relief that our vacations start from next week.
7. It is such a pleasure to know that at last you have been granted a month's leave.

अब छुटियों में पाठक के कार्यक्रम के संबंध में पूछताछ करें :

8. What are your plans for the vacations ?
9. How do you propose to spend your holidays ?
10. Are you planning to go somewhere for the vacations ?
11. I am very much interested to know how you are going to spend your vacations ?
12. Have you decided how and where to spend your leave ?
13. Please let me know of your programme for the vacations, so that I may arrange accordingly.

पाठक को आने का निमंत्रण दें :

14. It would be just wonderful if you could spend your vacations with me here.
15. You are very much welcome to spend your holidays with us.
16. May I invite you to stay with us during the holidays.
17. I would be immensely happy if you could come down to spend a few leisurely days with us.
18. It would be great fun if I could have your company here during the vacations.
19. We shall be delighted to have your company during the holidays.
20. I invite you to give us company to Simla during the vacations.

साथ रहने पर क्या कार्यक्रम हो सकता है, उसकी रूपरेखा दें :

21. As you know, we have a number of tourist spots in the vicinity, and we could go on trips there.



22. You will enjoy the weather here and feel refreshed.
23. As we have a lot of greenery all around it remains pleasantly cool even during summers here.
24. Even if we don't do anything special, we could have a wonderful time together.
25. We could go swimming and boating and even surfing.
26. Mangoes and many other fruits are plentiful this season, and we could have a nice time feasting on them.
27. We have a busy cultural season in the winter here, and I know you would love the programmes.
28. If you just want to "get away from it all," you could not choose a better place than our village.
29. We could, for a change, go out for tripping too.
30. The serene atmosphere of this place would help you relax from the everyday tensions of the city life.

अपने कुटुंबियों की तरफ से भी निमंत्रण दें :

31. Papa and Mummy know you as a close friend of mine, and they would be happy to have you with us.
32. My parents also invite you to come here for the vacations.
33. My wife would be delighted to have you as a house-guest.
34. Although my parents do not know you, they join me in extending you a very cordial invitation.
35. I assure you that you will not be putting anybody in my family to any inconvenience by coming here. Rather, everybody in my household would be happy at your visit.
36. We shall be too pleased to have you as our guest.

अंत में प्रतीक्षा के वाक्य लिखें :

37. Do drop a line in reply—and be sure to say 'yes'.
38. So when can I expect you ?
39. Reply immediately and inform me about the date and time of your arrival.
40. Please don't disappoint us. We are all looking forward to seeing you soon.
41. I am eagerly waiting to hear from you—and please don't say 'no'.
42. We would be immensely pleased if it is possible for you to accept our invitation.
43. Don't hesitate at all—just pack your suitcase and come down.
44. Please feel free to drop in any time.
45. We eagerly await your arrival.



## गृह-प्रवेश ( House-Warming )

साधारणतया इस अवसर पर छपे हुए कांड भेजे जाते हैं फिर भी किसी को खास पत्र लिखना हो तो अभी तक लिखे गये निमंत्रण पत्रों में जो भिन्न-भिन्न वाक्य दिये हैं उनमें से अनुकूल वाक्यों को चुनकर आप अपना पत्र बना सकते हैं.

ऐसे पत्र में नए मकान अथवा जगह के बारे में थोड़ा-सा विवरण जोड़ना उचित होगा.

मकान के बारे में इस प्रकार की जानकारी दी जा सकती है :

1. Fortunately, our new house has a nice front view and you will enjoy it.
2. Luckily enough we have a park right in front of our new house.
3. We have not only a lawn in front but also a small kitchen garden at the back.
4. This is a good locality and our new neighbours are nice people.
5. This is a spacious flat and we get a nice view from our gallery.
6. This is a small place but self-contained, and situated in a central location.
7. Our new house is in a quiet area and we have a lot of trees around.
8. We have made friends with the other flat-owners, and now we have a lot of company.
9. Our new house is small but very well planned.
10. It is very convenient that the market is also nearby.



## निमंत्रण की स्वीकृति का पत्र ( Acceptance of Invitation )

निमंत्रण स्वीकृति का पत्र छोटा होता है. यह इसलिए कि विस्तार से बातें होने वाली मेट पर तो होंगी ही. ऐसे पत्र में साधारणतया पत्र मिलने का जिक्र, निमंत्रण के लिए आभार, स्वीकृति का संदेश व छोटा-सा अन्तिम वाक्य ही होता है.

पहले पत्र मिलने का हवाला दें :

1. I have received your letter of invitation.
2. Your letter of invitation has reached me.
3. I have just been conveyed your invitation.
4. Thank you so much for your letter of invitation.
5. I thank you for your courteous invitation.
6. I am pleased to receive such a warm invitation from you.
7. It is a matter of great pleasure to get your invitation.

निमंत्रण को सहर्ष स्वीकार करें :

8. Of course, I shall come.
9. How can I miss the engagement/wedding of such a dear friend ?
10. I shall be delighted to attend the auspicious ceremony.
11. It would be a pleasure for me to be present on this happy occasion.
12. I accept your invitation and once again convey my thanks.
13. I am grateful to you for remembering me on this happy occasion and happily accept your kind invitation.
14. I shall make it a point not to miss such an auspicious occasion.
15. It shall be my pleasure to be present on this occasion.

अंत में मेट का अवसर मिलने के लिए प्रसन्नता व्यक्त करें :

16. More when we meet.
17. Looking forward to being with you.....
18. Looking forward to seeing you in the near future.....
19. Happily expecting to meet you soon.....

जैसा कि हम पहले बता चुके हैं कि उपस्थिति की सूचना कभी इस तरह अलग पत्र में दी जाती है, तो कभी बधाई के पत्र में ही उसका निर्देश करने वाले ऐसे ही वाक्यों का समावेश होता है :

20. I anxiously await this meeting with you and other members of your family.
21. I am eager to attend this function.



## निमंत्रण अस्वीकृत करने पर खेद (Regrets at Having to Decline Invitation)

जैसा कि हम पहले लिख चुके हैं, उपस्थिति का पत्र या उत्तेष छोटा होता है, क्योंकि आगे की भेंट में विस्तार से बातें होने की संभावना है, लेकिन अनुपस्थिति का पत्र क्षमा याचना का पत्र होने के कारण थोड़ा लंबा होता है।

प्रारंभ में निमंत्रण के लिए धन्यवाद दें :

1. I have received your invitation and thank you for it.
2. I take this opportunity to acknowledge with many thanks receipt of your invitation.
3. Thank you so much for the invitation.
4. I am indeed grateful to you for inviting me on this occasion.
5. Many thanks for remembering me on this happy occasion.
6. It was a great pleasure to receive your kind invitation.
7. It was an honour to receive your courteous invitation.
8. Thank you so much for including me among your invitees.
9. I feel important on being invited to this occasion.
10. It is so nice of you to have invited me to the party.

इसके बाद अस्वीकृति पर खेद प्रकट करें :

11. I would have tried to attend the happy event, but...
12. It would have been a pleasure for me to be present on this happy occasion, but...
13. We would certainly have been pleased to attend the engagement ceremony/wedding, but...
14. We would have certainly attended the happy event, but...
15. I am extremely sorry to say that I would not be able to attend this joyful function, as...
16. I regret to say that I am not in a position to accept your kind invitation, because...
17. Unfortunately I have to decline your invitation, because...
18. Of course, I would have loved to come, but...

ऊपर निमंत्रण के उत्तर में अनुपस्थिति के लिये खेद जाहिर करने वाले जो वाक्यांश दिये गए हैं उनके साथ अनुपस्थिति का ग्रपना कारण जोड़कर आप वाक्य पूरा कर सकते हैं, जैसे—

19. ——— but unfortunately I am down with fever.



20. ———but unfortunately I have been recently ill and the doctor has advised complete rest for a few days.
21. ———but our son is ill for the last few days, and there is nobody to look after him in our absence.
22. ———but we are expecting guests during those days, and we would not be able to leave them unattended.
23. ———but after my recent accident I feel too weak to move out.
24. ———as I would be away on tour on that day.
25. ———but I shall be busy with my cousin's marriage.
26. ———as I cannot leave station for the next few days due to some pressing personal problems.
27. ———as I have already accepted and consented to a similar invitation from another friend for the same day.
28. ———because my business appointments will keep me very busy during this period.
29. ———as right now our company is very busy in finalizing the accounts for the year.

शुभ अवसर पर शुभकामना प्रकट करें :

30. All the same my best wishes are with you on this happy occasion.
31. I wish you all success.
32. However, I send my good wishes on this auspicious occasion.
33. All the same I congratulate you most heartily on this joyous event of your life.
34. My inability to attend the function does not, however, prevent me from wishing you all happiness and prosperity in the year to come.
35. Please accept, however, my best wishes on this auspicious occasion.
36. May God bless you.
37. My good wishes are always with you.
38. I, however, convey my blessings and warm regards.

अंत में अनुपस्थिति के लिए क्षमा-प्रार्थना करें :

39. I do hope you will accept my apologies for not being able to accept your very kind invitation.
40. Once again I apologize for my inability to accept your invitation and be present on the happy occasion.
41. May I apologize once again and hope that you will excuse me.
42. Once again I ask for your forgiveness to decline your gracious invitation.
43. I request you again not to mind my absence, which is purely due to unavoidable circumstances.
44. Once again I beg to be excused.
45. Will you please excuse me this time ?
46. I sincerely regret the disappointment caused.







## 4

### संवेदना के पत्र

#### ( LETTERS OF CONDOLENCE )

संवेदना का पत्र किसी को उसके माता-पिता, पति-पत्नी, भाई-बहन, पुत्र-पुत्री या किसी अन्य निकट संबंधी की मृत्यु पर लिखा जाता है।

ऐसा पत्र दुःखद समाचार मिलने पर तुरंत भेजा जाता है।

यह पत्र छोटा होना चाहिए, कारण—पाठक दुःखी होने के कारण लंबा पत्र पढ़ने की मनोवशा में नहीं होता।

साथ-साथ पत्र में आपके मन के सच्चे भाव प्रकट होने चाहियें। उस व्यक्ति के संपर्क में आने पर उसके किन-किन सद्गुणों से आप प्रभावित हुए उनका जिक्र अवश्य करना चाहिए।

संवेदना के साथ यदि दुःखी व्यक्ति को किसी सहायता की आवश्यकता हो, तथा उसको पूर्ण करने की क्षमता आप रखते हैं तो उसका प्रस्ताव रखना न भूलें। यदि पाठक प्रस्ताव स्वीकार न करे, तो भी आपकी हمدर्दी से आप दोनों के बीच का स्नेह-बंधन दृढ़ होगा।

कभी-कभी व्यवसायिक क्षेत्र में किसी की मृत्यु पर भी संवेदना का पत्र लिखना पड़ता है। यह पत्र मृत व्यक्ति के कार्यालय के किसी अन्य अधिकारी को लिखा जाता है। कभी मृत व्यक्ति पत्र-लेखक का सर्वथा अपरिचित होता है, अर्थात् अपरिचित व्यक्ति की मृत्यु पर दुःख न होना स्वाभाविक है, इसलिए ऐसे पत्र में संवेदना का अंश थोड़ा कम होता है, और मृत व्यक्ति के व्यवसायिक गुणों पर विशेष बल दिया जाता है। कभी यह पत्र लेखक अपने पूरे कार्यालय की ओर से भी भेजता है।

संवेदना-पत्र का ढांचा कुछ इस प्रकार का होता है—

१. प्रारम्भ में समाचार पर दुःख की अभिव्यक्ति।
२. मृत व्यक्ति के गुणों का स्मरण अथवा उसको श्रद्धांजलि।
३. सहायता करने की कामना अथवा प्रस्ताव।
४. अंत में फिर से संवेदना।



## **परिवार में मृत्यु पर संवेदना का पत्र (संपूर्ण नमूना)**

**(Letter of Condolence on Death in Family)**

My dear.....

Seema and I were shocked to hear the sad news.

As you know, we had the deepest love for little Lalita, who had always treated us with great affection and respect.

I know how little words written on paper mean at such a time. But I must at least tell you that you are in our thoughts and in our hearts. We, well understand your grief.

I also realise that at times like this there is probably little that we can do to be helpful. Still, if there is anything at all that we can do for you, please do not hesitate to let us know.

Meanwhile we send you our most sincere sympathies and pray to the Almighty to give you strength to bear this loss.

Sincerely yours,

## **व्यवसायिक क्षेत्र में मृत्यु पर संवेदना का पत्र**

**(Letters of Condolence on Death in Business Circle)**

प्रारंभ में समाचार पर खेद प्रकट करें :

1. It was with deep regret that we learned about the passing away of Shri Manohar Lal, your esteemed partner.
2. We very much regret the sad demise of Shri Prem Chand, your capable Managing Director.
3. I was very much grieved to learn of the sad news about Shri Prakash Chandra.



4. I have been so saddened at the distressing news in today's papers about the sudden expiry of your Chairman.
5. I am deeply shocked to hear of the sudden demise of Shri———.
6. We are grieved to learn of the untimely death of your Managing Partner and consider it a personal loss.

मृत व्यक्ति के गुणों का उल्लेख करें :

7. He will always be remembered by his friends and business colleagues as a remarkably capable executive and a very kind person.
8. The fine progress that the firm made under his guidance is a tribute to his tremendous abilities.
9. That he built up such a big enterprise from scratch speaks of his great talents.
10. He was not only an industrial leader but a thorough gentleman as well.
11. It was by his ceaseless efforts that your firm grew to its present proportions.
12. In the field of industry he will always be remembered as a courageous pioneer, whose footsteps one should follow.
13. He was the moving spirit behind your business and I hope your future progress will be planned in the directions he had indicated.
14. He was a father like figure to your organisation and the fountain-head of all progressive ideas.
15. His memory will be cherished by all his business colleagues.
16. Whoever came into contact with him was impressed by his sagacity and business acumen.
17. He has left his imprint for ever on your organisation and the entire business world.
18. He was a source of strength and inspiration not only to your organisation but to the entire business community.
19. It is difficult to forget his services to our business community and deviate from the path he showed us.

अंत में फिर से संवेदना प्रकट करें :

20. With sincerest sympathies.....
21. I send my sympathies to you and all your colleagues.
22. May your firm continue to prosper even after him.
23. May his soul rest in peace.
24. All my colleagues join me in sending their sympathies to you on this great loss to your business house.



## परिवार में मृत्यु पर संवेदना का पत्र

(Letters of Condolence on Death in Family)

पत्र के आरंभ में किस की मृत्यु पर पत्र लिखा जा रहा है इसका स्पष्ट निवेदन करने की आवश्यकता नहीं होती—यह उचित भी नहीं होता. कारण, दुःखी पाठक के मन में उस अवसर की दुःख स्मृति अभी ताजा है, उसको इसकी याद दिलाने की आवश्यकता नहीं.

1. We are shocked to hear of the sorrow that has come upon you.
2. I have been deeply grieved to learn about the tragedy in your family.
3. The tragic news completely stunned me.
4. I cannot tell you how grief-stricken I am to learn about your brother.
5. I have learnt the sorrowful news with a deep sense of shock.
6. I have just heard the sad news and do not know how to console you.
7. I cannot tell you how distressed I am to hear of this great loss.
8. It was a great shock to hear about your father.
9. We are all so saddened to read the news of your father's expiry.
10. The heart breaking news came as a stunning shock.
11. There are no words to express our grief at the tragic news.
12. I can hardly believe the news of the tragedy that has befallen you.
13. The tragic news has left me numb with sorrow.
14. My heart is in deep sorrow and grief to learn of the sad news.

मृत व्यक्ति की अच्छाइयों के बारे में लिखें :

15. Although your beloved father was of ripe age I could never think that his end was so near.
16. I simply cannot imagine the grief of your dear mother.
17. I shall always remember the kindness with which he treated me whenever I called at your home.
18. I shall never forget that your beloved mother treated me like her own son.
19. She was one of the finest old ladies I knew and respected.
20. She will be greatly missed by everyone who knew her.
21. I know how deeply attached you were to Rajan, and how wonderful a brother he had been to you.
22. Your sister was such a dear, sweet girl.



23. The little child was a ray of sunshine in your life.
24. The void that the sad passing away of your dear husband/wife has created in your life can never be filled.
25. He was my closest friend and the finest man I knew.
26. She was a darling and much more than a friend to me.

प्रयासंभव सहायता का प्रस्ताव करें (यह प्रस्ताव पारिवारिक पत्र में होगा अथवा मित्र के बारे में—व्यवसायिक क्षेत्र में नहीं) :

27. If there is any way in which I could help you on this sad occasion, please let me know without hesitation.
28. If I can help you in any manner in your bereavement, you just have to mention it.
29. Please let me know if I can be of any help to you on this sad occasion.
30. I consider it is my moral duty to be of any help to you at this critical moment.
31. We could gladly look after the children. It would do you good to have some rest and relax your already tense mind.
32. I shall be along to see you soon. It shall be a pleasure for me to shoulder your burden.
33. If you feel like coming down to your place for a few days' rest, you are most welcome.
34. I would very much like you to come down here, as a change would greatly help you.
35. May I offer you any financial help that you may need on this sad occasion ?
36. I shall feel contented if you let me take care of your financial problems for the time being.

पत्र के अंत में फिर से संवेदना की अभिव्यक्ति करें :

37. With deepest sympathies.
38. May God give you the strength to bear this loss.
39. Time alone can heal your wounds.
40. With sincere sympathies to you and your family...
41. I pray to God to comfort your aching heart in this hour of trial.
42. I send you all my love and sympathy.
43. I hope time will soften the blow and leave only cherished memories.
44. We hope time will soon heal your sorrow.
45. Leela joins me in sending affection and sympathy.
46. You must try to be brave and confident for the sake of your children.
47. I send you a heart full of sympathy and understanding.
48. I would like you to know that you have my deepest sympathy in your bereavement.
49. Please count us among those who share your grief.
50. My thoughts are with you in your sorrow.
51. I feel deeply for you in your sorrow.







## 5

### सहानुभूति के पत्र (LETTERS OF SYMPATHY)

सहानुभूति के पत्र जिन प्रमुख अनिष्टकारी अवसरों पर लिखे जाते हैं, वे हैं—१. आर्थिक नुकसान, २. परीक्षा में असफलता, ३. दुर्घटना, और ४. बीमारी.

सहानुभूति के पत्र में भावना का सार संवेदना के पत्र से कुछ कम होना स्वाभाविक है, क्योंकि माल का नुकसान जान के नुकसान की अपेक्षा कम महसूस रखता है. फिर भी ऐसे पत्र में पाठक को आपकी सच्ची हमदर्दी का परिचय मिलना चाहिए.

सहानुभूति के पत्र के प्रमुख भाग इस प्रकार होते हैं—

१. आरंभ में समाचार पर खेद.
२. ज्यादा नुकसान न होने अथवा जान बचने पर खुशी.
३. पाठक का दोष न होने का तथा भविष्य में पत्र का विश्वास.
४. उपचार के बारे में पूछताछ.
५. सहायता का प्रस्ताव.
६. अंत में फिर हमदर्दी और शुभेच्छा.



**परीक्षा में असफलता पर सहानुभूति का पत्र**  
(Sympathy on Failure in Examinations)

My dear.....

I was very much disappointed to learn from your letter about your not being successful in your B. A. examinations.

Of course, you have all my sympathies, but I feel, you do not have to be unduly distressed at the result. Your recent long illness must have left you too little time, to cover the full syllabus, and your delicate health must also have proved a drawback.

In fact, many boys in your situation, would not have appeared for the examinations at all.

Your record throughout your college career has otherwise been good. So, I am confident that next time you will have no difficulty in passing the examinations, and getting your degree.

My best wishes are with you.

Sincerely yours,



## परीक्षा में असफलता पर सहानुभूति का पत्र (Sympathy on Failure in Examinations)

प्रारंभ में समाचार पर खेद व्यक्त करें :

1. I am disappointed to learn that you have not been successful in the degree examinations.
2. I was distressed to learn, about your failure in the recent examinations.
3. I was so sorry to learn, about your not passing your examinations.
4. I am extremely disappointed with your unsuccessful performance in your B. A. examinations.

अब सांत्वना दें :

5. However, I can quite understand the circumstances under which you must have had little time for studies after your job.
6. But your heavy responsibilities at home, must have given you little time to study.
7. I am quite sure that you would have passed, had you enough time to prepare for the examinations.
8. I very well understand your reasons for this unwanted failure.
9. I have firm faith that you would have got through your studies not been interrupted.

अंत में, भविष्य में सफलता की कामना करें :

10. I have no doubt, you will pass next time.
11. Once you are in good health, you will pass easily.
12. For a boy of your talent, this degree is certainly not out of reach.
13. You will be successful next time, I am sure.
14. With enough time for preparation, I am confident, you will clear your exams this time.
15. I am sure of your success this time.



## हानि पर सहानुभूति का पत्र (Sympathy on Loss/Damage)

प्रारंभ में समाचार पर खेद व्यक्त करें :

1. I am extremely sorry to hear of the fire that damaged a part of your house last week.
2. It is very distressing for me to learn of the theft in your house last Monday and the loss of valuables stolen.
3. I was terribly upset to know yesterday that you have suffered a loss in a business deal this month.
4. I felt very bad on learning from your letter that recently some miscreants damaged your car extensively while attempting to take it away.
5. It is shocking to learn that your car has been stolen.
6. I am distressed to hear that the recent flood in your city, caused a lot of damage to your house.
7. I was grief-stricken to learn that you lost many of your belongings, during the recent flood.
8. It was shocking to know of the loss due to theft in your house last week.
9. I am sorry to learn of the loss you have recently suffered in business.

अब ज्यादा नुकसान न होने पर खुशी जाहिर करें :

10. At the same time, I was relieved to know that all of you are safe.
11. However, it is a matter of relief that the damage was of a minor nature.
12. It was, however, fortunate that you were not in the house.
13. It was, however, fortunate that your jewellery was in a locker at the bank.
14. I am relieved, however, to see that the loss is not such as your flourishing firm cannot bear.
15. It was a relief to know that much damage is not done.

पाठक का दोष न होने का विश्वास प्रकट करें :

16. I am, of course sure, that you are not at fault.
17. You could not have possibly avoided the loss.
18. Naturally, this must have happened inspite of adequate precautions on your part.



19. You could, possibly, not have foreseen such an unexpected downward trend in business.
20. You could not have helped it.
21. I am quite confident that you are not responsible for whatever happened.
22. You must, of course, have done your best to minimise the loss.

कोई अन्य संबद्ध बात लिखनी हो तो :

23. I have confidence that your business acumen\* will help you make up this loss very soon.
24. I do hope, you have contacted the insurance people immediately.
25. Have the insurance people assessed the extent of loss/damage ?
26. The government will certainly do something to help you and others affected by this natural calamity.
27. As your son is an engineer, the repairs of the house can be done speedily and at a moderate cost.
28. Did you report the loss to the police immediately ?
29. Your business colleagues will surely rally round you, in your hour of distress.
30. Your loss will be shared by others too, I am sure.

सहायता का प्रस्ताव रखें :

31. May I offer you, any financial assistance to help you tide over your difficulties ?
32. I would be happy to help you in any way on this occasion.
33. If there is anything I can do for you on this occasion, please do not hesitate to let me know.
34. Would you like to come down and stay with us, till your house is in good shape again ?
35. In case, you now need financial help for fresh investment, I would be all too pleased to help you, to the best of my ability.

अंत में फिर संवेदना व्यक्त करें :

36. You have all my sympathies on this unfortunate event.
37. I feel very much for you, on this occasion.
38. I again express my regrets at whatever has happened.
39. I share your sorrow, at this unfortunate happening.
40. My best wishes for quick recovery are with you.



## दुर्घटना पर सहानुभूति का पत्र

(Sympathy on Accident)

किसी मित्र या संबंधी के दुर्घटना का शिकार हो जाने पर लिखे जाने वाले सहानुभूति के पत्र का ढाँचा करीब-करीब वही होता है, जो आर्थिक नुकसान के संबंध में लिखे गये पत्र का होता है.

प्रारंभ में समाचार पर दुःख प्रकट करें :

1. I am extremely sorry to learn from your father's letter that you met with an accident yesterday.
2. It was very distressing for me to hear that you have broken your leg in a mishap, last week.
3. I was terribly upset when I was told this morning that you were involved in a traffic accident, day before yesterday.
4. It was shocking to learn that you were knocked down by a car the other day.
5. I was grief-stricken to be informed that you slipped down the staircase and injured yourself.
6. It was terrible for me to know that you had a fall in the dark, last week.

अधिक जल्मी न होने पर या जान बचने पर प्रसन्नता व्यक्त करें :

7. At the same time, I was relieved to learn that the injury was of a minor nature.
8. It was, however, fortunate that you were only slightly injured.
9. But it was a tremendous relief for me to learn that although it was a major accident you were saved.
10. By God's grace, you have been spared from much injury.

पाठक का दोष न होने की आशा व्यक्त करें :

“नुकसान पर सहानुभूति का पत्र” वाले विभाग में यहाँ उपयुक्त वाक्यों के नमूने दिए हैं. (वाक्य संख्या 13, 15, 18 देखिये).

अब इलाज के बारे में पूछताछ करें :

11. I do hope, they are looking after you well, in the hospital.
12. Have you had a thorough check-up ?



13. I hope the injury will heal soon.
14. Even if the injury looks slight, I must urge you not to neglect it.
15. Luckily your son is a doctor, so I am sure, he will look after you well.
16. I am sure, your family must have arranged the best possible medical treatment for you.

यदि कोई अन्य संबद्ध बात लिखने योग्य हो तो :

17. I am sure, the operation will be quite successful.
18. Let me hope that the injury will be just a scar\* in a few days time.
19. I suggest that you take physio-therapy\*\* treatment, for complete recovery of your broken arm.
20. Although the other driver must have been at fault, please be more careful in future, while driving.
21. Even after you are well, please have periodic check-up.
22. When you are fit enough to travel, please come here for rest.

अंत में शुभकामना प्रेषित करें :

23. I hope you will get well soon.
24. All wishes for a speedy and complete recovery.
25. Here's wishing that the accident leaves nothing behind, except a bad memory.
26. Hoping to see you hale and hearty\*\*\* (or on your feet) very soon.

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\* निशान.

\*\* टूटे हुए अवयव को ऑपरेशन के बाद फिर से शक्ति दिलाने का व उसे पूर्ववत् करने का वैद्यकीय शास्त्र.

\*\*\* संपूर्णतया स्वस्थ.



## बीमारी पर सहानुभूति का पत्र (Sympathy on Illness)

इस पत्र का ढींचा भी दुर्घटना अथवा आर्थिक नुकसान के पत्र जैसा ही होता है :

प्रारंभ में समाचार पर खेद व्यक्त करें :

1. I was very sorry to learn that you are ill for the last so many days.
2. It was sad to hear that you have been seriously ill for the last so many days and now been admitted to the hospital.
3. I was terribly upset, when I was told this morning that you were suddenly taken to the hospital, with an acute pain in the stomach.
4. The news of your prolonged illness, which reached me today, has made me very sad.
5. It was very disturbing for me to learn today that you have been down with typhoid for the last many days.
6. The sad news of your hospitalization has filled my mind with worry.
7. I am very much upset to hear of your long illness.
8. Your prolonged illness worries and makes me sad.

इलाज के बारे में पूछताछ करें :

“दुर्घटना पर सहानुभूति का पत्र” वाले विभाग में, इसके लिए उपयुक्त वाक्यों के नमूने पहले ही दिए हैं।  
कुछ और नमूने :

9. I wish, the specialist you are consulting now, makes a proper diagnosis.
10. Has the surgeon advised an operation ?
11. I hope you have got a thorough check-up done at the hospital.
12. Hope, all the tests you underwent have come out clear.

सहायता का प्रस्ताव करें :

13. Let us know if we may look after your children, while you are in the hospital.
14. Could we do something to help you around the house, till you are ill ?
15. Please feel free to convey anything we could do to help you.
16. Do not have any hitch in telling me anything that I can do to help you.

अंत में शुभकामना व्यक्त करें :

कुछ उपयुक्त नमूने “दुर्घटना” पत्र में हैं। कुछ और नमूने :

17. We are all waiting anxiously for you to get well.
18. We have postponed our trip till you come, so hurry.
19. Get well quick.
20. Come back well from the hospital soon.
21. We all miss you and are hoping you will be well and back soon.
22. We all wish you a quick recovery.
23. We pray for your well being.
24. I wish and pray for your speedy recovery.



## शिक्षा से संबंधित पत्र

### (LETTERS ON EDUCATIONAL MATTERS)

माता-पिता और पाठशाला के अध्यापक के बीच पत्र-व्यवहार के अवसर अक्सर आते रहते हैं। इनमें सब अधिक अवसर होते हैं, बच्चे के स्कूल न आ सकने की सूचना देने के। भिन्न-भिन्न कारणों से होने वाली बच्चे की गैरहाजिरी के लिये माता-पिता को अध्यापक को सूचित करना पड़ता है।

इसके साथ-साथ शिक्षा-संबंधी पत्र-व्यवहार के जो अन्य प्रमुख अवसर आते हैं, वे हैं :

१. प्रमाण-पत्र (Certificate) के लिए निवेदन.
२. पढ़ाई के बारे में बालक की पूछताछ अथवा अध्यापक की सूचना.
३. पढ़ाई की अव्यवस्था अथवा अन्य असुविधा पर पाठशाला से शिकायत.

### विद्यार्थी की अनुपस्थिति पर

#### अभिभावक का मुख्याध्यापक के नाम पत्र (संपूर्ण नमूना)

#### (Letter to Principal on Student's Absence)

माता-पिता को अपने बेटे-बेटी की पाठशाला को पत्र लिखने के जो अवसर आते हैं उनमें बच्चों के स्कूल न जा सकने की सूचना देने का अवसर सबसे अधिक आता है। साधारणतया यह अनुपस्थिति बीमारी की वजह से होती है। लेकिन कभी-कभी घर में कोई घासिक अथवा अन्य समारोह होने के कारण अथवा माता-पिता के साथ शादी पर जाने की आवश्यकता के कारण भी होती है। यह पत्र कक्षा शिक्षक के लिये होता है, लेकिन यह पाठशाला के मुख्याध्यापक के नाम लिखा जाता है।

Dear Sir,

I regret to inform you that my son Prem Prakash, who is a student of III-B in your School, would not be able to attend classes for a couple of days as he is running temperature. He has been advised complete bed rest by the Doctor.

His absence may kindly be excused and his class teacher informed about his illness.

I hope Prem is able to return to school soon and resume his studies.

I would be grateful if you could request his class teacher to help him catch up with his studies when he gets well.

Thanking you,

yours truly,



### Other Reasons of Student's Absence

1. —as we have to take him with us to a wedding in the family.
2. —as we are performing a religious ceremony on the occasion of his younger brother's first birthday today.
3. —as he is visiting his grandmother, who is seriously ill.
4. —as his mother is being admitted to the hospital for an operation today.

कारण कुछ भी हो, जो उपयुक्त लगे इस तरह लिखें.

### प्रमाण-पत्र के लिए अभिभावक का पाठशाला का पत्र (Letter to School for Certificate)

प्रारंभ में प्रमाण-पत्र की आवश्यकता का कारण बताएं :

1. This is to inform you that I have been transferred to Hyderabad and would be leaving Delhi on the tenth of this month to take charge of my new post.
2. You will be interested to know that my son Rajiv Gupta, who has passed the Higher Secondary Examination this year from your School in the first Division, proposes to apply to the Education Ministry for a merit Scholarship for higher education.
3. It will be of interest to you to learn that my son Chandra Kiran, who has completed his education this year at your school, proposes to apply for a job.
4. You will be happy to know that my daughter Rani Rao, who is a student of Class X in your school, wishes to participate in the Science Talent Competition next month.

फिर प्रमाण-पत्र के लिए प्रार्थना करें :

5. You are therefore requested to issue a School leaving certificate to my son Amer Sen, a student of VII-D, so that he can be admitted to a School in Hyderabad.
6. I would therefore request you to give him a character certificate that has to accompany such an application.



7. This is to request you to give a provisional certificate, of passing the said examination, for presentation at the time of interview.
8. I learn that a merit certificate from the school is necessary for entry to this competition, so I would be grateful if you issued one to her.
9. As he has been asked to bring along a good conduct certificate and the mark sheet from his school, when he appears for the interview, I request you to issue the same.

प्रमाण-पत्र पेश करने के लिए समय का बंधन हो तो उसकी सूचना दें :

10. Kindly arrange to issue this certificate by the end of this week.
11. For your information this certificate has to be submitted before the first of the next month.
12. Please keep the testimonials ready before the 1st of this month, the day I have to leave Delhi.
13. The interview is fixed for next Monday and the certificate will have to be produced on the occasion.
14. I request you to let me have the certificate immediately as there is only one week left for the final interview.
15. I shall be obliged if you release the certificate before the 15th of this month.

अंत में धन्यवाद प्रेषित करें :

16. Thanking you for the trouble.....
17. Please excuse me for putting you to trouble.
18. Thanking you in anticipation.....
19. I would very much appreciate this favour.
20. I shall be obliged for this favour.
21. I shall be grateful for your help.



## प्रधान अध्यापक को शिकायत का पत्र (Complaint Letter to Head Master)

पाठशाला में अगर पढ़ाई अच्छी न हो अथवा किसी अन्य प्रकार की अव्यवस्था हो तो प्रधान अध्यापक को पत्र लिखना पड़ता है.

पत्र का प्रारंभ इस तरह हो सकता है :

1. I am writing this letter to express my unhappiness at a situation which, I strongly feel, needs immediate corrective measures.
2. As the parent of one of your students I would like to express my opinion on the current state of studies in my son's class.
3. May I take this opportunity to express my concern on the standard of teaching in my son's class ?
4. I am writing this letter to bring to your notice the unsatisfactory sanitary/catering arrangements that I noticed during my recent visit to your school.
5. I write this because I feel you should know how lax your chartered bus system is in operation.
6. This is to suggest you a few measures you could take to improve the general conditions in your school.
7. I regret to note the unhealthy atmosphere in and around your school.
8. I am surprised that you have provided no facilities for playground, even after being so well established.

पढ़ाई के बारे में शिकायत के कुछ नमूने :

9. I am told by my son, who is a student VII-B, that he has had three different Physics teachers during the course of two months, but there has been no proper teaching.
10. My daughter tells me that her Sanskrit teacher has been on leave for more than a month and no substitute has been arranged.
11. I can see from my daughter's homework that her Mathematics teacher expects the students to know things that he does not teach in the class.
12. In general I have observed that my son's teachers give much more homework to do than the amount of teaching done at school.



अन्य प्रकार की शिकायतों के कुछ नमूने :

13. For the last many days the school bus has been arriving half an hour late, as a result of which my son invariably misses the first period.
14. I noticed that your canteen was not clean, the eatables stale, and the food not properly covered.
15. My son does not like to use the toilet in the school because they are dirty.

पत्र के अंत में शिकायतों पर ध्यान दिये जाने की आशा प्रकट करें :

16. I hope you will agree that necessary steps should be immediately taken to improve this undesirable situation.
17. It is obvious that you will have to employ better staff and offer them better terms if you do not want your students to suffer.
18. Strict supervision of your canteen/sanitary staff is clearly necessary, and I expect, you would arrange it.
19. May I request you to see that the students are not unnecessarily burdened in this manner ?
20. I wish you will consider my suggestions in good spirit.
21. I understand that immediate steps will be taken in this regard.
22. I hope my complaints are heeded to.
23. I shall be obliged if you take immediate steps to check the situation.



## छात्र की पढ़ाई के विषय में अध्यापक का अभिभावक को पत्र (From Teacher to Parent Regarding Student's Progress)

यह पत्र अध्यापक स्वयं लिख सकता है, अथवा अभिभावक के पत्र के उत्तर में भी लिख सकता है.

पत्र का आरंभ इस तरह हो सकता है :

1. Thank you for your letter regarding your son Anil.
2. Thank you for your enquiry about your son's progress in the class.
3. I have received your note asking for information regarding your son's progress in school.

ऊपर के वाक्य प्रत्युत्तर में उपयुक्त हैं :

4. I am writing this note as I feel you are interested in knowing how your daughter is doing at School.
5. I think it is my duty to inform you about your son's studies in the class.
6. I am sure you would like to be informed about how your son is faring in his studies.
7. May I take this opportunity to keep you informed about your son's progress in his studies ?

अब पढ़ाई के बारे में जानकारी दें :

8. I am afraid Anil tends to be careless in his work.
9. I regret to say that Gopal continues to lag behind in his studies.
10. Kumar is certainly an intelligent boy, but he tends to be inattentive in the class.
11. Mira is certainly trying to make up in mathematics, but I feel she will take some time to catch up with the class.
12. I am happy to say that Leela has now improved a lot and her progress is quite satisfactory.
13. But for a slight weakness in English, Prakash has now come up to the performance level of the class and continues to make good progress.
14. Govind is a bright boy and if you could arrange for private tuition in English for just a month he will be easily able to make up.
15. Although Anita finds Geometry a little difficult I am paying her special attention and am sure she will make good progress.



छात्र से संबंधित अन्य बातें भी लिखी जा सकती हैं :

16. I am afraid Suhasini tends to be a little too talkative and proves to be a disturbing influence to her classmates.
17. Gopal is in the habit of picking quarrels with the other boys.
18. I am happy to say that Deepak shows leadership qualities in all school activities.
19. I have noticed that Neela has a flair for painting, and it should be developed.

छात्र की प्रगति के लिए सुझाव दें :

20. I suggest that you keep a private tutor to enable Ramnath to prepare for the coming examinations.
21. May I suggest that your daughter needs special coaching in mathematics to prepare her for the examination ?
22. Just a little more supervision of his homework is all that is required.
23. Just a little more care on his part will improve the quality of his work considerably.
24. It would be enough if Raja is a little more regular about doing his homework.

छात्र के बर्ताव में सुधार लाने के लिए सुझाव दें :

25. Perhaps a few words of fatherly advice from you would be enough.
26. It has to be explained to him that his quarrelling habits do not help him.
27. I am happy to say that Renu is a very well-behaved girl.
28. So far as the general conduct of your son is concerned, there is no reason at all for complaint.

पत्र का अंत इस तरह हो सकता है :

29. I hope this information regarding your son is of use to you.
30. If you need any more information about your son's progress in school, you are welcome to call on me.
31. Sometimes young boys take time to settle down, so I do not think you should worry too much about Kewal.
32. He can improve with a little more of efforts. I shall do all to help him.



## छात्र की पढ़ाई के विषय में अभिभावक का शिक्षक को पत्र

(From Parent to Teacher Regarding Student's Progress)

प्रारंभ में पत्र लिखने का कारण बताएं :

1. I have been away on tour for more than a month and hence could not supervise my son's studies during this period.
2. My business affairs have kept me very busy for the last many days ; as a result of this I have not been able to pay adequate attention to my daughter's studies at home.
3. My illness for the last few days has kept me from keeping an eye on my son's studies.

अब पुत्र/पुत्री की पढ़ाई के बारे में पूछताछ करें :

4. So, would you mind letting me know if he is making good progress ?
5. I would therefore request you to let me know if you find his progress in the class satisfactory.
6. So please let me know how he is doing.
7. His last monthly report had indicated that he was a little weak in English, so I would like to know if he has now improved.
8. His performance in the last quarterly examination was not very satisfactory, so please inform me whether he has now improved sufficiently.
9. Please let me know what extra efforts my son has to make in order to catch up with the rest of the class.
10. Please inform what lessons he has missed during his absence.

अंत में धन्यवाद प्रेषित करें :

'प्रमाणपत्र' वाले पत्र में जो वाक्य हैं वे यहां भी चल सकते हैं, कुछ और नमूने :

11. This information would help me supervise his studies in a better way.
12. Your letter would help me decide whether he needs private coaching in this particular subject.
13. I would use your information to see how I could help my son catch up with the other boys.



# 7

## दफ्तर की बातें (OFFICE MATTERS)

किसी दफ्तर में नौकरी करने वाले कर्मचारी को अपने वरिष्ठ अधिकारी को पत्र लिखने के कुछ अवसर आते हैं, उनमें सबसे अधिक अवसर होते हैं बीमारी या किसी अन्य कारणवश दफ्तर न आ सकने की सूचना देने हेतु. 'सिक नोट' अथवा 'कंज्युएल लीव एप्लिकेशन' एक आम चीज बन गई है.

छुट्टी की प्रार्थना के अलावा दफ्तर की जिन प्रमुख बातों पर पत्र लिखने का अवसर आता है, वे हैं :

१. तरफकी अथवा वेतन बढ़ाने का अनुरोध.
२. त्यागपत्र.
३. बदली के लिये प्रार्थना.
४. रेफरेन्स के लिये प्रार्थना.
५. दफ्तर में किसी असुविधा की शिकायत.

इनमें 'सिक नोट' और 'त्यागपत्र' बिल्कुल छोटे होते हैं. बाकी के प्रार्थना-पत्रों में पर्याप्त जानकारी होनी चाहिए. शिकायत के पत्र में शिकायत का स्वरूप और उनके कारण होने वाली हानि का स्पष्ट उल्लेख होना चाहिये.



## तरक्की अथवा वेतन बढ़वाने के लिए प्रार्थना-पत्र

(Letter for Increment/Promotion)

प्रारंभ में अपने काम का विवरण दें :

1. I have been in the employment of this company for the last three years, during which period I have discharged my duties to the best of my abilities.
2. I have now been with this firm for over four years and all along have worked diligently to the satisfaction of the management.
3. As you are aware, I have been working as an accounts assistant in this office for five years, and have also handled the duties of the accountant whenever he was on leave.
4. I trust you are aware of the fact that this month I shall be completing five years of my service with you.
5. This is to inform you of the completion of five years of my service with the organisation.

अब पत्र लिखने का कारण बताएं :

6. However, I have not been given any increment so far.
7. But my salary has not been increased for the past three years, although I have been entrusted with some additional work.
8. However, in spite of the increased workload there has been no increase in my salary during this period.
9. I now learn that Mr. Das is leaving at the end of the year and his post is likely to fall vacant.
10. I am now told that the accountant, under whom I have been working, is being transferred to the head office on promotion.
11. I learn that we are opening a new branch in Kanpur in the near future and you are selecting experienced staff for it.
12. An increase in my salary is long overdue.
13. After such a long period of my devoted services to the Company, I feel, a promotion is due to me.



पत्र के मुख्य भाग में अपना सुझाव दें :

14. So I request you to give me an appropriate increment in my salary.
15. So may I now request you to consider my case for an increment ?
16. So I venture to apply for the post that Mr. Dass will be vacating and hope that my past record will convince you about my suitability for it.
17. I, therefore, apply for the post of Manager of the new branch and hope that my intimate knowledge of office work will assure you about my ability to serve the company to the satisfaction of the management.

पत्र के अन्त में सुनवाई की आशा व्यक्त करें और अपनी ओर से आश्वासन दें :

18. I do hope my case will be favourably considered.
19. I earnestly hope that my application will be given due consideration.
20. I assure you that I shall spare no efforts to justify your confidence in me.
21. I shall deeply appreciate such recognition of the services I have rendered so far to the firm.
22. I feel confident that the management will be generous in recognizing and rewarding my merits.
23. I look forward to a favourable response from you.
24. A favourable consideration will be given to my case, I hope.

State Institute of Education  
P.O. Banipur, 24 Parganas.

Ward Bagdi.



## त्याग-पत्र (Resignation)

प्रारंभ में त्याग-पत्र का कारण बताएं :

1. I am happy to inform that I have been appointed as the Manager in the Delhi Branch of Bright Light Company and have been asked to take charge in a month's time.
2. I regret to say that my application for an increment/promotion has been turned down although I have worked in the same post/on the same salary for the last ten years.
3. My husband has been recently transferred to Delhi and it would no more be possible for me to continue staying here.
4. I regret to say that at the end of two years I have come to the conclusion that I do not have much prospects in this company.
5. I am sorry to say but my salary is too meagre in comparison to the duties entrusted to me.
6. I regret to point out that inspite of my best efforts to promote the interests of the Company I have not been suitably rewarded.

अब त्याग-पत्र का वाक्य लिखें :

7. I therefore tender my resignation from my present post.
8. My resignation may, therefore, be accepted with effect from the first of the next month.
9. So I am hereby giving one month's notice of my resignation from the post that I am at present holding.
10. My resignation from the present post, may therefore be accepted.

अंत में अन्य संबद्ध बातें लिखें :

11. It is requested that my accounts may be settled before I leave.
12. It was a pleasure to work with you and I very much regret to leave.
13. The leave that is due to me may kindly be encashed.
14. I shall always remember with gratitude the encouragement I received in this office.
15. I am indebted to you for all the knowledge and experience I have gathered during my stay in your Company.



## स्थानान्तरण के लिए प्रार्थना-पत्र (Request for Transfer)

प्रारंभ में निवेदन करने का कारण बताएं :

1. I regret to inform you that for the last nine months I have not been able to feel comfortable at the Bombay branch of our company.
2. You may have observed that the prolonged illness of my aged father has made it necessary for me to make frequent trips to Delhi.
3. I may inform you that my husband has recently been transferred to Bombay and, therefore, it would no more be possible for me to continue to stay here.
4. I am sorry to say that I have not been keeping good health since I joined this branch six months ago.
5. I am afraid I do not find the atmosphere in this branch very congenial.
6. For reasons, both personal and environmental, I am finding it difficult to adjust myself in this new place.
7. This new branch being very small, I find myself unable to exercise my capabilities fully.

अब निवेदन के वाक्य लिखें :

8. May I, therefore, request to be transferred back to the head office ?
9. So I request that I may kindly be transferred from here.
10. It would, therefore, be a favour if you could transfer me to the Bombay branch, so that I could live with my husband.
11. I may, therefore, be permitted to regain my health and serve the firm better by being transferred to a climatically more suitable place.
12. A transfer, therefore, to the main branch, would help both, me and the company, I believe.

पत्र के अंत में सुनवाई की आशा व्यक्त करें.

इधर ऐसे कुछ उपयुक्त वाक्यों के नमूने "तरक्की के लिए" प्रार्थना-पत्र में दिये गये हैं. कुछ और नमूने :

13. I hope my request will be granted, as it would enable me to render better service to the Company.
14. It would be a great favour to me if this request is kindly granted.
15. I do hope this kindness will be shown to an old and loyal employee of the company.
16. I assure you that a transfer would enable me to serve the company much better than before.
17. You will consider my request with understanding, I hope.



## रेफरेन्स के लिए प्रार्थना-पत्र

(Request to Employer for Reference)

प्रारंभ में प्रार्थना का कारण बताएं :

1. I am applying for the post of an Accountant in the Bombay Branch and as I have to send three certificates with my application, I would be very much obliged if you could give me a letter of recommendation.\*
2. I wish to apply for a post, in the Air India Junior Management Cadre, that has been recently advertised, and as I am required to send three testimonials along with my application I would be grateful if you could give me a suitable certificate.
3. Having come to know that the Fine Cloth Company has a vacancy for a Supervisor, I desire to apply for it and as the application has to be accompanied by three appropriate letters of recommendation I would request you to issue me one.
4. As it is required of me to submit a certificate of experience along with my application for the recently advertised post of Assistant Manager in the General Mills, I request you to issue me one.

अब अपने बारे में जानकारी दें :

5. You will see from my application and the advertisement, which I enclose, that I possess all the requisite qualifications.
6. I trust you will agree that I possess the experience required for this post.
7. I think you have always been satisfied with my work, and hope you will say all you can in my favour.
8. The position is a respectable one and can ensure me a bright future within the limits of whatever qualifications and experience I possess.
9. I hope that my work for this firm has been satisfactory and you will, therefore, encourage me to seek better prospects.
10. This is a permanent post and there are many chances of my advancement.

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\*ऐसे compound sentences 'and' के स्थान पर तोड़कर छोटे किये जा सकते हैं.



पत्र का अंत भाववाचन में करें :

11. If I am selected I shall always remember this firm as the one that gave me the necessary experience and encouragement.
12. I do hope I will always receive encouragement from you to make progress in life.
13. In case of my selection I shall never forget my debt of gratitude to you.
14. Though I am applying for a new post, I would request you not to feel that I am not satisfied with my present position with you.
15. If I fail to get this post I shall certainly continue here as before and would request you not to have any apprehensions about my devotion to duty.
16. In case of failure in getting selected I shall of course continue to work with the same zeal, and\* would request you not to have any misunderstandings about it.
17. I hope you will understand that I am applying for this new job just for brighter prospects and not for any other reasons.

---

\*and की जगह so लगाने से दो छोटे वाक्य बन जाएंगे.



## छुट्टी के लिए प्रार्थना-पत्र (संपूर्ण नमूना) (Leave Application)

Dear Sir,

I regret to inform you that due to a sudden attack of Influenza I have been confined to bed with fever and unable to attend office. I may, therefore, kindly be sanctioned leave for today and tomorrow.

The necessary medical certificate is enclosed.

Thanking you,

yours faithfully,

### छुट्टी मांगने के अन्य कारण (Other Reasons for Leave Applications)

साधारणतया छुट्टी का प्रार्थना-पत्र बीमारी पर भेजा जाता है। लेकिन अन्य पारिवारिक अथवा सामाजिक कारणों से भी छुट्टी मांगनी पड़ती है।

कुछ नमूने :

1. Due to the sudden demise of my father in Bombay I have to leave by the first available train to attend to his last rites.
2. I have a pain in the back and cannot sit on a chair for long.
3. My son is ill and I have to take him to the hospital.
4. I have to perform the Shraddha ceremony of my late mother.
5. I am going out of town for two days to attend my brother's wedding.
6. I have to appear for my B. A. examinations next week.

ये अथवा ऐसे कारण "I regret to inform you that.....", इस प्रारंभिक वाक्यांश के साथ भी जोड़े जाते हैं।

अंत में छुट्टी का अनुरोध करें :

7. I would, therefore, be grateful if you grant me casual leave for today.
8. It is, therefore, requested that sick leave for today and tomorrow may kindly be granted to me.
9. So please grant/sanction me leave for a week from today.
10. Therefore I request you to kindly grant me leave from office for at least a week.
11. I, therefore, request you to grant me leave for one week.
12. Please grant me leave for these two days and oblige.



## दफ्तर के बारे में शिकायती पत्र (Letter for Office Complaints)

दफ्तर में शिकायत, व्यवस्था के बारे में हो सकती है, और कभी-कभी किसी व्यक्ति के बारे में भी. अर्थात् शिकायतें कई प्रकार की हो सकती हैं. ऐसे पत्र में दो ही प्रधान भाग होते हैं—शिकायत का कारण, और उसको दूर करने का अनुरोध.

प्रारंभ में शिकायत के स्वरूप के बारे में लिखें :

1. I regret to say that our room has now become so crowded that it has become extremely difficult even to move around.
2. I take this opportunity to inform you that the lighting in our room is insufficient and especially in winters it becomes too dark to work.
3. I regret to inform you that our room is exposed to the sun and in summer it becomes too hot to work in.
4. I have very reluctantly to inform you that the gentleman working at the table on my right uses language which should not be used in the presence of a woman.
5. I regret to inform you that the new clerk we have appointed does not show the courtesy he should, to me, his supervisor.

अंत में शिकायत दूर करने की विनती :

6. I do hope you will look into this matter and take corrective measures.
7. I am sure a slight reprimand from you will be enough for him.
8. May I, therefore, request you to provide me a table lamp for better light ?
9. We, therefore, request you to get the water cooler immediately repaired.
10. I hope you will order some curtains to prevent us from the glare and the heat.
11. I am sure you will look into our grievances and give a considerate thought to them.
12. Please oblige us by taking necessary measures.



Office of the Secretary of the Interior  
(Bureau of Land Management)

THE SECRETARY OF THE INTERIOR  
WASHINGTON, D. C. 20540

Dear Sir:

I am writing to you today to inform you of the results of the recent survey of the land in the area of the proposed new road. The survey has shown that the land is suitable for the proposed road and that the proposed road will not cause any damage to the land. I am therefore recommending that the proposed road be built. I am enclosing herewith a copy of the survey report for your information. I am also enclosing herewith a copy of the proposed road plan for your information. I am sure that you will find the survey report and the proposed road plan to be of interest. I am sure that you will find the survey report and the proposed road plan to be of interest. I am sure that you will find the survey report and the proposed road plan to be of interest.

Sincerely,  
The Secretary of the Interior

I am writing to you today to inform you of the results of the recent survey of the land in the area of the proposed new road. The survey has shown that the land is suitable for the proposed road and that the proposed road will not cause any damage to the land. I am therefore recommending that the proposed road be built. I am enclosing herewith a copy of the survey report for your information. I am also enclosing herewith a copy of the proposed road plan for your information. I am sure that you will find the survey report and the proposed road plan to be of interest. I am sure that you will find the survey report and the proposed road plan to be of interest. I am sure that you will find the survey report and the proposed road plan to be of interest.



## 8

### मकान-मालिक और किरायेदार (LANDLORD AND TENANT)

मकान-मालिक और किरायेदार के संबंध आजकल कुछ ऐसे होते हैं कि दोनों को लिखा पढ़ी की आवश्यकता महसूस होती है। जिन प्रमुख बातों पर इनको यह पत्र-व्यवहार करना पड़ता है, वे हैं :

१. मरम्मत करवाना या न करवाना।

२. किराया बढ़ाना या घटाना।

इन पत्रों में कुछ शिकायत अथवा झगड़े का स्वरूप होने के कारण, और आगे चलकर शायद कोर्ट-कचहरी की संभावना होने के कारण, इनकी भाषा कुछ ऐसी होनी चाहिए कि वह दावे में अपने प्रतिकूल न हो, दूसरे अपने पास अनुकूल बातों का प्रमाण लिखित रूप में मौजूद हो।

### मकान-मालिक को मरम्मत के लिए पत्र (संपूर्ण नमूना) (Request to Landlord for Repairs)

Dear Sir,

It has been brought to your notice on more than one occasion during the last two months that the ceiling of our kitchen has leaks which become particularly bad during the rains.

So far no repairs have been carried out, and we continue to be put to hardship.

Please see that the ceiling is repaired before the monsoon becomes heavy. I may remind you that at the time of renting the accommodation to us you had given the assurance that these repairs would be carried out before the rainy season sets in.

If I do not receive a reply within a week I would be compelled to get the roof repaired myself and debit the expenditure towards the rent.

yours sincerely,



## मकान-मालिक को मरम्मत के लिए पत्र (Request to Landlord for Repairs)

प्रारंभ में मरम्मत की आवश्यकता का कारण दें :

1. I have to point out that the railing of our stair-case has become loose and dangerous for those using it.
2. I am writing to inform you that during last night's heavy rain a lot of plaster of the ceiling of our sitting room has come apart.
3. I think you should know that the wood-work of the doors and windows in our flat has become old and rotten, thus posing a serious problem.
4. Now that the monsoon has set in, the floor of our rooms remains so damp that I fear it might affect the health of my family.
5. I have already told you once about the basin in our bathroom becoming so old and cracked that it cannot be used any longer.
6. I regret to inform that inspite of so many reminders our flat has, till now, not been whitewashed.
7. The wiring in our flat being old has now become a hazard to us.

अंत में जल्दी मरम्मत करवाने का अनुरोध करें :

8. So, please get it repaired quickly.
9. So, kindly arrange early repairs.
10. Would you please replace it with a new one ?
11. Please repair it before it becomes a serious safety hazard.
12. If you like, I can get it repaired and debit the expenditure towards the rent.
13. We, therefore, request you to get the necessary repairs done.
14. Please see to the repairs soon as the festive season is approaching fast.



## किराया बढ़ाने के लिए पत्र (Letter for Increasing Rent)

प्रारंभ में मजबूरी का उल्लेख करें :

1. I am sorry to say that the recent extensive repairs done to the house, including the premises you are occupying, have put me to a considerable expenditure.
2. I regret to inform you that because of a steep rise in the cost of building material the recent additions to the house have put a great financial strain on my resources.
3. I have to very reluctantly point out to you that there has been no change in the monthly rent you have been paying for the last five years, while rents in this area have gone up considerably since the last three years.
4. Please take note that the municipal authorities have recently effected a very big increase in the house tax.
5. You are well aware that the maintenance and other costs have gone up considerably during the past two years.
6. As I am a retired person now, my only source of income is the rent of this house, which happens to be insufficient.

अब किराया बढ़ाने का प्रस्ताव करें :

7. Under the circumstances, I have been left with no alternative but to increase your rent by Rs. 25/- from next month.
8. Therefore, with effect from the first of June, 1977, the monthly rent for the premises you are occupying will be raised from Rs. 125/- to Rs. 150/-.
9. I have, therefore, to raise your monthly rent by Rs. 20/- from the next month.
10. As a result, an increase in your rent by Rs. 15/- per month from the first of August has become inevitable.
11. I, therefore, request you to consider an appropriate increase in the house rent.
12. So, please increase the monthly rent by an amount that will not tax your pocket too much and at the same time will solve my problem.

अंत में किरायेदार के सहयोग की आशा व्यक्त करें :

13. I hope you will understand and appreciate my point of view.
14. I do hope you will cooperate with me in this situation and continue to pay the enhanced rent as regularly as before.
15. I regret the inconvenience that will be caused to you, but hope you will understand my position.
16. I hope you do not find this increase unreasonable under the circumstances and accept it in the right spirit.
17. Please consider this increase in the light of my problems and oblige.



## किराया बढ़ाये जाने के लिए किरायेदार का इन्कार (Tenant's Refusal to Increase Rent)

प्रारंभ में पत्र लिखने की जानकारी दें :

1. Your letter about the rent to hand.
2. I have received your letter asking me to pay a higher rent for my accommodation from the next month.
3. Your proposal for an increase in my rent has reached me.
4. I am in receipt of your letter demanding an increase in the monthly rent.

अब इन्कार के बारे में सूचित करें और उसका कारण बताएं :

5. However, I do not see any justification for this increase and hence am unable to agree to it.
6. The poor condition of the house does not warrant any increase in rent, and hence I cannot agree to your proposal.
7. It was only recently that you increased my rent by Rs. 15/- per month, and, therefore, I cannot agree to another increase so soon.
8. As you got a tax rebate on the money you spent in repairs I do not think you should try to make up for it by increasing the rent.
9. I regret to say that however justifiable the increase in rent may appear to you, my financial resources just do not permit me to spend anything more on rent than at present.
10. I fully understand your situation, but am sorry that I cannot make any increase in the rent at the moment.

अंत में किसी न किसी प्रकार का आश्वासन देने से संबंध बने रहते हैं :

11. I hope you will look at this from my point of view and not press your demand.
12. I hope that in the interest of our cordial relations you will withdraw this proposal for the time being.
13. I hope you will not take any illegal or unjustified action against my negative response to your proposal.
14. However, I shall certainly accommodate you when the improved condition of the premises convince me that such an increase in rent is legitimately due.
15. I expect you to please bear with me for the time being.



## किराये में विलंब के लिए किरायेदार की क्षमा-प्रार्थना (Tenant's Regret at Late Payment of Rent)

प्रारंभ में विलंब पर खेद व्यक्त करें और उसका कारण बताएं :

1. I am very sorry that this month's rent has been delayed as I was on tour for the last many days.
2. I apologise for not paying this month's rent in time as I had to meet some unexpected heavy expenses.
3. I very much regret my inability to pay this month's rent in time due to some unforeseen financial difficulties.
4. It is regretted that this month's rent could not reach you on the due date.
5. I am extremely sorry for not being able to pay the monthly house-rent on time.
6. I understand how bad you must be feeling for not getting the rent on time.

अब अदायगी के बारे में सूचना दें :

7. I am now enclosing a cheque for the rent and hope you will not mind the late payment.
8. I have however made arrangements for the payment to be made by day after tomorrow, and hope you will bear with me till then.
9. However, I assure you that the rent will be positively paid within a week; so please excuse till then.
10. As I have had to spend very heavily on my son's illness I would be grateful to you if you would accept two months' rent together next month.
11. I have already arranged to pay it to you immediately.
12. I hope you will not mind, if I pay it to you along with next months' rent.

अंत में क्षमा-प्रार्थना करें :

13. Hoping to be excused. . . .
14. Kindly excuse me for the inconvenience caused to you.
15. I again regret the inconvenience I have caused you.
16. I request you to bear with me for the time being.



## मकान के लिए एजेंट को पत्र (Letter of Estate Agent)

प्रारंभ में मकान की जरूरत की सूचना दें :

1. This is to inform you that I have been recently transferred here from Bombay and am on the look out for a suitable accommodation.\*
2. I have recently come to Delhi and am looking for a suitable flat to rent.
3. I find that the locality in which I live at present, that is Meera Bagh, is getting too much crowded, and I propose to shift to a less crowded area.
4. I am in need of a small flat in a posh locality.

अपनी पसंद के मकान का विवरण दें :

5. My requirements are two bedrooms, a sitting-cum-dining room and a store room. Adequate water supply and domestic power connections are essential.
6. I require a flat with a single bedroom, a spacious sitting room, and a roomy kitchen. Enough light and fan points are necessary.
7. The accommodation I require is three bedrooms, a spacious sitting-cum-dining room, a kitchen and a store room. Enough water and modern sanitary arrangements are important.
8. I require one bedroom with attached bathroom, a sitting-cum-dining room, some open space and a garage.

किराये के बारे में अपनी राय दें :

9. I would not mind a monthly rent of Rs. 500/- and can go upto Rs. 600/- for really good accommodation.
10. I can pay a rent of Rs. 150/- to Rs. 200/- per month.
11. I am prepared to pay a monthly rent of anything upto Rs. 900/- for a really suitable place in a decent locality.
12. The range of rent I have in mind is Rs. 300/- to Rs. 450/-.
13. For an accommodation of my requirements I propose to pay around Rs. 750/- as rent.

\*यह शब्द flat या block से अधिक शिष्ट समझा जाता है. पश्चिमी देशों में, खास कर अमरीका में फ्लैट या ब्लाक को apartment कहते हैं.



अंत में मकान ढूँढ़ने की प्रार्थना करें :

14. I would, therefore, be obliged to you if you could suggest a suitable place at your earliest convenience.
15. So kindly let me know if you can provide such accommodation by the end of this month.
16. This is, therefore, to request you to suggest a flat of this description and in this range of rent.
17. So kindly find me such a flat and let me know your service charges/fee as an agent.
18. I would thank you to help me find such accommodation on payment of your commission.







## 9

### शिकायत के पत्र (LETTERS OF COMPLAINT)

शिकायतें दो प्रकार की होती हैं—व्यक्तिगत जीवन से संबंधित, और सामाजिक स्वरूप की. 'आपने हमारी चीज की मरम्मत ठीक नहीं की', अथवा 'आपसे खरीदी हुई चीज में नुक्स है'. इस प्रकार की शिकायत व्यक्तिगत हैं. तो 'हमारी गली में बहुत गंदगी फैली हुई है', ऐसी शिकायत सामाजिक कही जा सकती है. कभी शिकायत व्यक्ति से की जाती है, तो कभी किसी अधिकारी से अथवा उसके दफ्तर से.

लेकिन शिकायत कोई भी क्यों न हो और किसी से भी करनी पड़े, उसका उद्देश्य होता है शिकायत का निराकरण करवाना. इस कारण पत्र की भाषा शिकायत के स्वरूप के लिए सुस्पष्ट और उसके निराकरण के सुझाव के लिए presuasive होनी चाहिए.

शिकायत का पत्र तीन प्रमुख भागों में बांटा जा सकता है :

१. प्रारंभ में शिकायत का कथन.
२. मध्य में निराकरण के लिए सुझाव.
३. अंत में निराकरण करने की विनती.



## पटरी पर मरम्मत की दुकानों के खिलाफ शिकायत (संपूर्ण नमूना) (Complaint against Pavement Repair Shops)

Dear Sir,

I deem it my duty as a citizen to bring to your notice the blatant\* misuse of the footpaths in our locality by various kinds of repair shops.

Ours is already a congested locality, and these footpath repair shops have now created an intolerable situation. Virtually all footpaths are now occupied by mechanics of many types, who run their repair business without the least consideration for the residents' convenience. In the rush hours of the evening this becomes an unbearable nuisance. For not only does it become impossible to walk safely on the footpath but oil, grime\*\* and litter make them so dirty as to create health hazards.\*\*\*

I am sure there must be a law to prevent such misuse of public space. So, may I request you to ensure that this law is properly enforced in the interest of healthy surroundings and a free flow of traffic in our locality ?

For a proper appreciation of the seriousness of this complaint I suggest that you visit our area on any day in the evening.

I express the hope that you will be kind enough to take immediate corrective steps in the interest of better living conditions for citizens in this locality.

yours faithfully,

\* खुले आम

\*\* चमड़े पर जमी हुई मैल

\*\*\* स्वास्थ्य संकट



**पटरी के दुरुपयोग के कुछ अन्य नमूने**  
(More Examples Regarding Pavement Misuse)

1. A tea stall has been opened right in the middle of the footpath in front of our house.
2. The cattle in a nearby private dairy soil the pavement opposite our house everyday.
3. The footpaths on our street have become camping places for beggars.
4. A second hand scooter dealer opposite our house completely blocks the pavement by parking scooters on it in a row.
5. A house is under construction in our lane for the last many months and due to this our pavements have turned into heaps of sand, brick and debris.
6. During the last few days a slum has sprung up on the pavements in our neighbourhood.



## गंदगी के बारे में शिकायत (Complaint about Insanitary Conditions)

प्रारंभ में गंदगी का विवरण दें :

1. I consider it my duty as a citizen to bring to your notice the insanitary conditions prevailing on our street for the last two weeks.
2. I regret to inform you that insanitary conditions prevailing in our locality for the past few days are now serious enough to pose health hazards.
3. This is to invite your urgent attention to the heaps of dirt and garbage that have been accumulating near my house for the last one week.
4. I take this opportunity to point out to you that the garbage dump near our house has created a serious health problem for everyone living near it.
5. This is to complain to you against the car repair shops in our vicinity which carry on their work on the footpaths and have made them slippery and dirty with oil and grime.
6. This is to bring to your notice the blocked sewage system in our locality which by becoming a breeding place for mosquitoes is posing a hazard to the health of the people of the locality.

गंदगी फैलने के कारणों की जानकारी दें :

7. For the past two weeks the sweepers cleaning our area are absent ; as a result of this heaps of garbage are lying uncleaned along the sides of the roads.
8. I have observed that dumps of dirt and litter have accumulated everywhere in our locality during the past ten days, but no arrangements have been made to clear them.
9. A sewerage pipe appears to have burst in our street two days back and dirty water has been spreading all around filling the atmosphere with an obnoxious\* smell. No sanitary inspector has visited the spot so far.



10. The pavement opposite my house has become so dirty and broken up because of the repair work done on it that it has become virtually unusable, but no civic department has so far cared to attend to the situation.
11. The heavy rains last week had created deep puddles in all lanes of our locality, but, till date nothing has been done to repair or remove them.

अंत में समस्या के हल का सुझाव दें :

12. I hope you will take prompt steps to correct this undesirable situation in the interest of healthier surroundings for citizens of this locality.
13. May I request you to see that the gutter is immediately repaired so that it does not pose a health hazard ?
14. Kindly prevent these repair shops from spreading dirt all around and creating health problems for the residents.
15. Please instruct your sanitary staff to control the mosquito menace\* in our locality before it goes beyond control.
16. Kindly arrange to remove the garbage dump from such a dense locality.
17. Please arrange to get the drains of our locality cleaned before the monsoon-break.



## बिजली/फोन के उपयोग से ज्यादा बिल पर शिकायत (Complaint for Over-billing of Power/Phone)

प्रारंभ में खेद अथवा आश्चर्य व्यक्त करें :

1. I am extremely surprised to receive such a large bill for domestic power consumption for the last two months.
2. The telephone bill that you have sent me for calls made in the quarter January to March 1977 has greatly surprised me.
3. I very much regret to say that you have made some mistake in billing me for such a big amount for the electric power consumed during the past quarter.
4. I must point out to you that the telephone bill I have received from your department for calls made in the last two months is too big to be correct.
5. I feel there is definitely some mistake in billing me for such a huge amount towards electricity consumed during the last two months.
6. I am astonished to see such a large amount in our bill for telephone calls made during the last quarter.

शिकायत के कारणों की जानकारी दें :

7. It was not possible for me to consume so much power during this period because I was away for more than a month with my family.
8. Your bill shows charges for six trunk calls, but there was only one trunk call made from this number during the period of the bill.
9. The number of calls you have charged for works out at an average of 6 a day, and it is impossible for us to make so many calls everyday.
10. Our phone is used only in the evenings and it is therefore not possible for us to have made such a large number of calls as you have shown.
11. To consume the amount of electricity for which you have charged it would be necessary for us to keep our lights on and use our electric appliances 24 hours a day.
12. If you compare our bill for winter, when power consumption is at its peak, you will see that it is just not possible for us to have used so much electricity in the summer months for which you have billed us so heavily.
13. The power meter in our house appears to be working but it moves rather fast and may be faulty.



अंत में बिल ठीक करने का अनुरोध करें :

14. Please rectify the bill so that I may make the payment.
15. You are therefore requested to have the meter checked and send me the corrected bill for payment.
16. I, therefore, request you to bill me only for the calls I have made, and accept the due payment.
17. Therefore, kindly rectify this considerable overcharge and send me the corrected bill for prompt payment.
18. I, therefore, request you to check if our phone is being mis-used.
19. Please arrange to get the necessary amendments made and oblige.



## पोस्टमैन की लापरवाही की शिकायत (Complaint against Postman's Carelessness)

प्रारंभ में शिकायत बताएं :

1. I am writing this letter to point out to you that for the past two weeks my letters have been going astray.
2. This is to complain to you against the carelessness of the new postman on duty in our locality.
3. This is to invite your attention to the fact that for the last few days the postman bringing my letters has been delivering them to people downstairs instead of coming up.
4. I regret to inform you that for the last one week or so my mail is being given to small children in our building for being delivered to me.
5. I take this opportunity to inform you that the new postman has often delivered my letters on wrong addresses in the vicinity.
6. This is to inform you that the mail in our block is not being delivered to us on time for the past few days.
7. We have been noticing for the past few days that our mail is being tampered.

शिकायत पर ध्यान देने का अनुरोध करें :

8. It is requested that this postman should be explained the importance of doing his duty properly.
9. I hope you will ensure that this postman takes his duties more seriously in future.
10. Kindly warn this postman against such laxity in future.
11. Please ensure that there is no repetition of such dereliction\* of duty on the part of this postman.
12. Please arrange to get our mail delivered in time.
13. We request you to ensure safe delivery of our mail.

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\*लापरवाही, कर्तव्य न निभाना



## सदोष मरम्मत के लिए शिकायत (Complaint for Faulty Repairs)

प्रारंभ में शिकायत की सूचना दें :

1. I regret to inform you that inspite of the repairs that you recently carried out, my television set does not give a good performance.
2. I have to inform you that despite the repairs that you did last week to my domestic power meter it appears to be registering much higher consumption than is warranted.
3. This is to tell you that the repairs you carried out on my radiogram a couple of days back are incomplete, as the record changer still does not operate smoothly.
4. The water supply pipe which we got repaired through you continues to leak as before.

मरम्मत के लिये फिर से बुला भेजना :

5. You are, therefore, requested to have another look at the set and rectify the fault.
6. I would, therefore, like you to come again at your earliest convenience and locate the fault.
7. So please come again and set it right.
8. So please complete the repairs to ensure that the meter does not cause me overcharge.
9. Please arrange to get the fault rectified to avoid water wastage.

पैसों के बारे में लिखें :

10. As your guarantee period for the repairs is not yet over, there would be no further charge, we hope.
11. As the repairs were obviously faulty there would be no question of my making a second payment for the job.
12. I can pay for a new part if the repairs cannot be completed without it.
13. I think, I do not have to pay you for the repairs as the set is still under the cover of your guarantee.



## सदोष माल की शिकायत (Complaint about Defective Goods)

प्रारंभ में माल की सूचना दें :

1. I am sending you by rail parcel the electric iron I bought a couple of months back from you when I was in Bombay.
2. This is to let you know that the refrigerator I bought from your agent here, about six months back does not cool to a sufficient extent.
3. I have been buying many electrical appliances of your make as I found them of good quality, but unfortunately my experience with the electric mixer that I bought from Messrs House Goods Company, your dealer here, has been far from satisfactory.
4. I regret to inform that the TV set I purchased last month from your dealer here, has no picture clarity.

खराबी का व्योरा दें :

5. I have found that the iron no longer heats to its maximum temperature.
6. It is seen that the iron at times gives shocks while using.
7. The mixer is not working since yesterday and I believe there is something wrong with the motor.
8. It appears to me that the thermostat of the fridge is not functioning properly.
9. The lid of the cooker does not close tightly inspite of replacing the rubber ring, as a result of which the steam leaks out and does not help fast cooking.
10. The fault seems to be major as we have already tried all adjustments of the controls.

चीज बदलने का अनुरोध करना :

11. I would be obliged if you could repair the electric kettle in your factory under the terms of the guarantee, which is attached, and return it to me at the address given above.
12. I would be grateful if you could replace the faulty part and return the cooker as early as possible.
13. I trust you will be able to replace this record changer, as such an expensive article cannot be expected to develop defects in the very first month.
14. I shall be highly obliged if you get our set replaced.

कागजात की सूचना देना :

15. The guarantee card for the mixer is enclosed.
16. The receipt of the dealer who sold the cooker, giving the manufacturing number, is sent herewith.
17. All particulars of the set and its purchase are enclosed.



## लापता माल के लिए रेलवे से शिकायत (Complaint to Railway about Lost Luggage)

प्रारंभ में वस्तु लापता होने की जानकारी दें :

1. This is to report to you the loss of a trunk I had booked from New Delhi to Bombay Central in the brake van attached to the De Luxe air-conditioned express that left New Delhi on June 8, 1977.
2. I have to bring to your notice the disappearance of a bicycle that I had booked from Delhi to Bombay in the luggage van attached to the Frontier Mail that made this journey on Sept. 8-9, 1977.
3. This is to inform you that I have lost a basket of fruits that I had booked in the luggage van of Rajdhani Express going to Bombay on November 15, 1977, when I travelled on this train that day.
4. The luggage I had booked in the Delhi-Howrah Express on the 15th of this month could not be traced at the destination.

लापता वस्तु का ब्योरा दें :

5. Booked on this train vide Receipt No. R/54321, I saw the trunk being labelled and put in the brake van, but on arrival at Bombay Central it was not to be found.  
It is a black steel trunk and my name and address are written on it.
6. The bicycle, for the booking of which I hold Receipt No. R/13579, is a brand new Atlas cycle, and I saw it being loaded into the luggage van of the train.
7. The said fruit basket, for which I hold booking Receipt No. R/568352 contained 3 dozen apples of the "Delicious Red" variety, and my name and Bombay address were clearly written on the white cloth covering in which it was properly bound.
8. The said luggage booked under RR No. 43912 was insured and clearly marked for delivery at destination Howrah.

अंत में वस्तु को ढूँढ निकालने का अनुरोध करें :

9. I shall be highly grateful to you if you could make immediate efforts to trace and recover the trunk, as it contains some valuable documents.
10. Kindly make urgent efforts to trace the bicycle, as it was meant as a birthday present for my nephew.
11. May I request you to trace the basket and restore it to me before the apples become unfit for consumption.
12. I request you to get my luggage traced or get the insurance claim settled.



## पड़ोसी से शिकायत (Complaint to Neighbour)

प्रारंभ में पत्र लिखने की सजगरी पर खेद व्यक्त करें :

1. I hate to write this letter to you, but I believe it is necessary in the interest of a cordial relationship between us.
2. May I take the liberty to draw your attention to a small matter that might unnecessarily affect our relationship as neighbours.
3. I hope you will not mind my making a small suggestion which could help us maintain very cordial relations.
4. I am sorry to have to write this note to you and hope that you will not feel offended at it.

शिकायत की जानकारी दें :

5. I have noticed that whenever my family passes by your house, your big Alsatian barks quite fiercely at us, particularly frightening my younger son.
6. Your dog seems to be in the habit of barking at every passer-by, and his continuous loud barking has become a nuisance.
7. Your son seems to have acquired the unfortunate habit of picking a quarrel with my son for no reason.
8. Your radio is on till late at night and it is invariably so loud that sleep becomes difficult.
9. Your car is almost always parked in front of our residence in such a way that the passage to our place is obstructed.

शिकायत का कारण दूर करने का अनुरोध करें :

10. So, may I request you to do something to make the dog behave ?
11. So, please talk to your son gently about it.
12. I have certainly no objection to your listening to the radio, but may I request you to keep the volume low at night ?
13. I realise you have to park your car wherever you get space, but will it be too much to request you not to block our entrance ?



## क्षमायाचना के पत्र (LETTERS OF APOLOGY)

कोई भी व्यक्ति ऐसा न होगा जिससे कभी कोई भूल न हुई हो. इसलिए हम सबको किसी न किसी छोटे-बड़े कारणवश, किसी न किसी से क्षमा मांगने के अवसर आते रहते हैं. क्षमायाचना का पत्र तुरंत लिखना चाहिए. गलती की सफाई अगर न्यायोचित है तो अवश्य देनी चाहिए. और अगर नहीं है तो गलती मान लेनी चाहिए. गलत कारण अथवा झूठी सफाई से क्षमायाचना के पत्र का असर उल्टा होगा. ऐसे पत्र का सबसे बड़ा गुण होता है सच्चाई का भाव.

क्षमायाचना के पत्र के प्रमुख भाग इस तरह हैं :

१. क्षमायाचना के कारण की सूचना से प्रारंभ.
२. क्षमायाचना.
३. सफाई—अगर सही सफाई संभव हो तो.
४. क्षति-पूर्ति का प्रस्ताव.
५. फिर से ऐसी गलती न होने देने का आश्वासन.
६. पुनः क्षमायाचना से अन्त.

### पड़ोसी को पहुंचे कष्ट के लिए क्षमायाचना (संपूर्ण नमूना) (Apology for Trouble Caused to Neighbour)

My dear,

I was sorry to learn from my wife that you were disturbed by our radio last night. We certainly did not wish to cause you any disturbance, and if you had called the matter to our attention immediately we would have lowered the volume and closed the windows.

The boys are very much interested in the commentary on the test match being currently played in Sydney between India and Australia, and though I do not wish to ask them to forgo that pleasure I shall see to it that they take every precaution to keep the sound from disturbing you.

If at any time you find our activities causing you any inconvenience, please feel free to let us know. In the interest of neighbourly relations we shall try to cooperate in every way we can.

sincerely yours,



## बच्चों के नुकसान करने पर क्षमायाचना (Apology for Damage Done by Child/Pet)

प्रारंभ में क्षमायाचना का कारण लिखें :

1. I have been told by my wife that while my sons were playing cricket in our courtyard this evening the ball hit one of your windows and broke the pane.
2. I learn from my son that this morning our cat entered your garden while chasing a sparrow and trampled upon some flowering bushes.
3. My daughter tells me that our dog Moti chased your cat and frightened it so much that it climbed up the roof and you were put to a lot of trouble bringing it safely down.

अब क्षमायाचना करें :

4. I do not know how to tell you how sorry I am, for the flowers were so lovely and you had tended them with such care.
5. This is indeed regrettable and I apologise to you sincerely for the damage done.
6. I am really sorry for what happened and for the worry you must have naturally felt for your pet.

सफाई, यदि संभव हो तो दें :

7. I trust you will appreciate the fact that in our crowded locality children have to play wherever there is a little space.
8. Unfortunately we do not have a playground in our locality and children have to play in the streets and courtyards.
9. Our cat is usually very well behaved and I cannot imagine what got into her this morning.
10. Moti is by and large a very sensible dog, but it seems that even sensible dogs must chase cats.

क्षति-पूर्ति का प्रस्ताव करें.

11. In any case I would request you to get a new window pane at my expenses.
12. Even so I would like to make amends by paying for a new window-pane.



13. Unfortunately there is no making amends for the flowers that have been spoilt, but I do hope that you will accept a few of my rose plants as compensation.
14. Moti has been properly punished and I am sure he will not bother your cat again.

फिर से गलती न होने देने का आश्वासन दें :

15. I have reprimanded the children and I assure you they will be more careful while playing.
16. I have asked my children to keep an eye on Moti/our cat and see to it that it does not cause you any inconvenience or damage in future.

फिर से माफी माँगें :

17. I again ask for your forgiveness.
18. With apologies again.....
19. I repeat I'm sorry for what happened.
20. Please accept my sincere apologies.



## वायदा न रखने के लिए क्षमायाचना (Apology for Not Keeping Appointment)

क्षमायाचना से प्रारंभ करें :

1. How could I have been so forgetful as to forget my appointment with you last evening ?
2. I am terribly sorry for my foolishness in not keeping our appointment yesterday.
3. I am really ashamed to say that our appointment of yesterday completely slipped out of my mind.
4. I very much regret my inability to keep our appointment last evening.
5. I am sorry for not being able to keep my appointment with you inspite of your reminder in the morning.

सफाई, अगर संभव हो तो दें :

6. There is, of course, no justification whatsoever, except that I completely forgot all about it.
7. I really do not know how I forgot it, please forgive me.
8. For the last some days my son's illness has weighed so much on my mind and it might have made me forget the appointment.
9. Of course I had not forgotten the appointment, but just while I was about to leave office I was called in by the manager for some urgent work; which could not be finished till well after the hour of the appointment.
10. All along the day I had our appointment in mind, but towards evening got so busy with some official business that it completely slipped off my mind.

अंत में फिर से मिलने का प्रस्ताव करें :

11. Do you think we could re-fix the appointment for next Saturday evening?
12. Let's make it next Wednesday, shall we ?
13. S. would you mind our meeting sometime next week, of course at your convenience ?
14. So let us have a new appointment—and I promise I won't forget this time.
15. I shall be much obliged if you could give me another appointment.
16. Please excuse me this time and let me know of the next appointment.



## पति-पत्नी के पत्र

(Letters between Husband and Wife)

पति-पत्नी के बीच जो पत्र-व्यवहार चलता है वह इतना व्यक्तिगत होता है कि उसको नियमों में बांधना कठिन है. लेकिन हम सभी जानते हैं कि इनमें साधारणतया हमें प्यार और काम की बातों तथा घर-गृहस्थी की बातों का मिश्रण मिलता है, जो भावुकता से भी ओत-प्रोत होता है.

शादी जितनी ताजा होगी प्यार की बातें उतनी ही अधिक होंगी. किंतु जैसा हम सभी जानते हैं, जिम्मेदारियाँ जैसे-जैसे बढ़ती जायेंगी उनके बीच कामकाज की बातें भी बढ़ती जायेंगी.

शादी पुरानी होने पर प्यार में एक परिपक्वता आती है, उस समय पत्र में प्यार की अभिव्यक्ति सौम्य लेकिन गहरी होती है. स्पष्ट है कि नवविवाहित दम्पति के पत्र-व्यवहार में जो काव्यात्मकता होगी वह जिम्मेदार पति-पत्नी के पत्रों में नहीं होगी.

लेकिन पति-पत्नी नवयुवक हो या उन्नत में बड़े, उनके आपसी पत्र-व्यवहार का स्थायी भाव एक-दूसरे के प्रति प्रेम होता है.

## पति का पत्र पत्नी के नाम

(Letter from Husband to Wife)

My dearest...,

It is not even a week since I came here on official duty, but I feel as if years have passed by.

In spite of the heavy rush of work in the office I keep thinking of you every single moment, and the very thought of my darling wife engulfs me like a warm soft blanket. I miss you very very much.

How is Deepa, my darling little daughter? I am a little worried about her, as she had a slight cough on the day I left for here. I am sure you must be taking good care of this flower of our love. Have you shown her to the doctor? I do hope it is nothing serious.

How are mother and Babuji? I am happy that both of them love you so much that they won't miss me. Please see that mother takes her medicine regularly.

My work here will be finished in about three more weeks, but I feel it will be like three ages. I am already counting the days to return to my beloved wife and forget the world in the happiness of her company. For me, Usha darling, there is nothing so wonderful in this world as your love.

Yours ever,



## पति-पत्नी के पत्र (Husband-Wife Letters)

प्रारंभ में प्यार की बातें होती हैं :

1. I have just received your wonderful letter, and it has made me so very happy.
2. Your loving letter came this morning like a ray of sunshine.
3. I cannot describe my feelings on reading that you love me so much.
4. I have read your letter at least five times, but I still feel like reading it again and again.
5. I was probably the happiest man on earth this morning when I received my lovely wife's loving letter.
6. Your letter today made me feel that no girl could be as lucky as I am in getting a wonderful husband like you.
7. Your letter today made me mad with happiness.
8. I find it difficult to express how happy I am to receive such a loving letter from you.
9. Your loving letter has given me so much of relief from the loneliness I have been living in since you left.

इसके बाद काम की बातें लिखी जाती हैं :

10. When are you coming back from your tour ? This suffering of separation is really intolerable.
11. Everything is fine here, except that I miss you.
12. Don't work too hard or keep late hours.
13. Has little Meenu recovered from her cough ?
14. Has Babuji had his monthly check-up ?
15. When is little Deepu's examination going to start ? Please take care of his studies.
16. I am sorry I have had to miss Kumar's wedding. Of course you must have gone there. What present did you take with you ? How does his bride look ? Of course she cannot be as lovely as my Asha.\*

\*ये चारों वाक्य एक ही काम से संबंधित होने के कारण इकट्ठे दिये गए हैं.



17. Is there any news about your mother's illness ?
18. If you want me to bring anything special from Bangalore be sure to write me. Of course, I am going to bring a Mysore Silk sari for you.
19. Please bring a nice frock for Sarita.

अंत में फिर प्यार की बातें होती हैं :

20. Please come home soon—I am counting hours.
21. The news that you are coming home on leave has made me very very happy.
22. Once again I must tell you that I love you with my heart and soul.
23. Write back soon and tell me again that you love me.
24. I am trying to finish off the job early and return to you as it is very difficult to live without you.



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## मंगेतरों के बीच पत्र-व्यवहार

(Letters between Fiance and Fiancee)

मंगेतरों के बीच होने वाला पत्र-व्यवहार पूर्णतया निजी ढंग का होता है, और उसमें किसी भी नियम पालन की अपेक्षा रखना उचित न होगा। दुनिया में सबसे ज्यादा पत्र-व्यवहार किसी दो व्यक्तियों के बीच यदि चलता है, तो वे हैं मंगेतर।

मंगेतरों के बीच लिखे जाने वाले पत्रों का एकमेव उद्देश्य होता है एक दूसरे के प्रति अगाध प्रेम की उत्कर अभिव्यक्ति—और यह उत्करता स्वतः स्फूर्त होती है, किसी नियम में बंधी हुई नहीं।

मंगेतरों के पत्रों में अगर काम-काज की बातें होंगी भी तो अपनी शादी की, अपनी दुनिया बसाने की, प्रेम की पूर्ति मिलन में किस दिन होगी, उस स्वर्ण दिवस में निरन्तर खोए रहने की। ऐसी बातें प्यार की बातों से अलग नहीं की जा सकतीं।

### मंगेतर को पत्र (संपूर्ण नमूना)

(From Fiance to Fiancee)

Dearest Renu,

I am the happiest man on earth today. This morning's post brought me the wonderful news that our parents have completed the formalities of our engagement. Your parents have even written me a most charming letter.

Now, I want the whole world to know—I want to tell every boy what great happiness you, my love, have brought me.

Today is October 5—that means our wedding is only a month away. But for me now one month is like one million years—how can I bear to be away from you for so long? You are in my thoughts every minute of the day, in my dreams every hour of the night.

Oh, how happy, happy, happy I shall be in my life with you! I love you more than I ever dreamt it would be possible to love anyone.

Yours for ever,



## मंगेतरों के बीच पत्र

(Letter between Fiance and Fiancee)

प्रारंभ में असीम प्यार की बातें होती हैं :

1. In each of my letters I keep trying to tell you how much I love you, but do not seem to express even a fraction of what I really mean—or how much you mean to me.
2. Every time I sit down to write to you I find I am stuck for words—for no word is capable of expressing the intensity of my love for you, my darling.
3. Received your wonderful, wonderful letter this morning—which means I have to wait for five long days before I get another such letter from my darling.
4. Has anyone told you that your letters are the most wonderful things in my life—next only to you?
5. How on earth can you write such sweet letters?
6. Only a wonderfully sweet girl like you can write such a wonderfully sweet letter as you have sent.
7. Probably nothing on this earth can give me the solace as your sweet letter.

इसके बाद काम की बातें होती हैं :

8. Have you applied for leave for the wedding? Please come soon, darling, I can't live without you.
9. Have you started looking for a flat? I am so eager to make a beautiful home for my darling.
10. Mummy has already started preparing for the marriage. I'm sure you love the gorgeous saris she has bought for me.
11. I have already found out a nice, tiny flat to start our life together, but a prosaic engineer like me would not know anything about furnishing it nicely, so I leave that to you—my lovely, prospective\*, wife.
12. The engagement ring you gave me looks so pretty on my little finger. All my friends keep teasing me about it—and I feel so happy when teased.

\*भावी, भविष्य में होने वाली.



13. There are still two long months to go before we are married, so you must promise to write me every week without fail—why not every-day ?
14. Though this one month is necessary to prepare for our wedding, it seems longer than eternity to me.

ऐसे पत्रों का अंत फिर से प्यार की बातों से होता है :

15. When, oh when, will these long, long days of waiting be over ?
16. It's time to get back to the grindstone, so good-bye, sweetheart, write back immediately—and tell me you love me.
17. Good-bye now, darling—and don't ever stop loving me.
18. It's become quite a long letter and I must stop now—but not before I have told you once again that I love you, I love you, I love you.
19. In the end I send you all the love of my heart, my own beloved Prakash.
20. Write back soon—time stands still when there is no letter from you, darling.







## विवाह-संबंधी विज्ञापनों के उत्तर

(REPLIES TO MATRIMONIAL ADVERTISEMENTS)

वर-वधू के लिए विज्ञापन देने की प्रथा आजकल अपने देश के बड़े-बड़े शहरों में आम चल पड़ी है। दिल्ली में "हिंदुस्तान टाइम्स" जैसे प्रमुख अखबार ऐसे विज्ञापनों का खास ध्यान रखते हैं। और रविवार के दिन तो ऐसे ठेरों विज्ञापन छापते हैं।

ये विज्ञापन ध्यान से पढ़े जाते हैं, और उनके माध्यम से कई सुखी विवाह होने के उदाहरण मौजूद हैं।

इन विज्ञापनों के जवाब में लिखे जाने वाले पत्रों में प्रमुखतया इस प्रकार के भाग होते हैं :

१. विज्ञापन देखने का जिक्र.
२. वर/वधू का ब्योरा.
३. उसके परिवार का ब्योरा.
४. पिता अथवा अभिभावक की नौकरी तथा आर्थिक स्थिति का ब्योरा.
५. फोटो भेजने का जिक्र.
६. प्रत्युत्तर की आशा.

### बैवाहिक विज्ञापन के उत्तर में लड़की के पिता का पत्र

(Girl's Father's Reply to Matrimonial Advertisement)

Dear Sir,

In response to your advertisement for a suitable bride I take pleasure in sending the following information about my daughter.

My daughter Sheela is 23 years old, in good health and good-looking. She is graduate of the Delhi University and is at present employed as an accounts assistant in the Delhi Bank on a salary of Rs. 400/- per month.

She has two brothers and a sister. Both of her brothers are elder to her and are well-settled in life one being a business executive and other a doctor. Her sister is younger to her and in school.

I am a retired company executive and we live in our own house in South Extension, New Delhi. We are Kayastha by caste.

A recent photograph of Sheela is enclosed.

If these particulars of my daughter interest you, kindly send details about the boy, as also a recent photograph.

Thanking you,

Yours faithfully,



## विवाह-संबंधी विज्ञापनों के उत्तर

(Replies by Boys' and Girls' Parents to Matrimonial Advertisements)

प्रारंभ में विज्ञापन पढ़ने की जानकारी दें :

1. In reply to your matrimonial advertisement in the Hindustan Times of yesterday I take this opportunity to send details about my daughter.
2. In response to your advertisement, for a suitable groom, appearing in the Hindustan Times of December 10, I beg to furnish the following information about my son.
3. With reference to your recent advertisement for a suitable bride for your son I would like you to consider my daughter, details about whom are as follows.
4. I have seen your recent advertisement for a suitable bridegroom for your daughter and would like to furnish the following particulars about my ownself.\*

लड़के/लड़की का ब्योरा दें.

यह ब्योरा निम्नलिखित ढंग से देना सुविधाजनक रहता है :

१. लड़का/लड़की के बारे में : उसका नाम, आयु, स्वास्थ्य, शिक्षा, देखने में कैसा/कैसी है, नौकरी, तनख्वाह आदि.
२. उसके भाई-बहन : कितने हैं, छोटे या बड़े, क्या करते हैं आदि.
३. पिता के बारे में : क्या करते हैं, जायदाद इत्यादि का ब्योरा.
४. राशि, गोत्र, जन्मपत्री.
५. फोटो भेजने का जिक्र.

संपूर्ण नमूने में इन सब के उपयुक्त वाक्यों के नमूने मिल जायेंगे.

पत्र का अंत इस प्रकार हो सकता है :

5. In case you feel interested kindly send more details about the boy (or girl) and a recent photograph of him/her.
6. Should you require any more information I would be happy to send it.
7. Further information, if desired, can be sent on hearing from you.
8. If you are interested, kindly send me details about the boy (or girl) as also a copy of his horoscope and his/her latest photograph.
9. In return it would be a pleasure to receive more information about the boy (or girl) as also his/her photograph.
10. Please write back immediately if you feel interested in the above particulars or if you require any further details or photograph.
11. I shall be too pleased to furnish any further information or photograph you require.

\*कभी-कभी विवाहोत्सुक युवक का कोई रिश्तेदार न होने पर उसे स्वयं ही अपने बारे में लिखना पड़ता है ।



# 12

## पारिवारिक पत्र (FAMILY LETTERS)

अपने देश में पारिवारिक स्नेह-बंधन काफी बृद्ध होने के कारण पारिवारिक पत्र-व्यवहार बहुत चलता है। विविध प्रकार की पारिवारिक सूचनाओं का आदान-प्रदान और पारिवारिक समस्याओं पर समाधान के सुझाव इन पत्रों में होते हैं। रिश्ते इनके विविध होते हैं, और पारिवारिक बातें तो उनसे भी अधिक और इतनी विविधतापूर्ण होती हैं कि उन सबके उदाहरण देना और सबके लिए उपयुक्त इस प्रकार के एक समान ढांचे बनाना संभव नहीं है। इस कारण दूसरे शहर में नौकरी करने वाले पुत्र के लिए पिता के पत्रों के संपूर्ण नमूनों के अतिरिक्त कुछ अन्य नमूने इस भाग के लिये चुने हैं, वे हैं :

१. अन्य नगर में नौकरी करने वाले पुत्र का माता/पिता को पत्र.
२. अन्य नगर में रहने वाले पुत्र का माता/पिता को पत्र.
३. अन्य नगर में होस्टल में रहने वाले पुत्र का माता/पिता को पत्र.
४. विदेश में पढ़ने वाले पुत्र का माता/पिता को पत्र.
५. अन्य नगर में रहने वाली विवाहिता पुत्री को माता/पिता का पत्र.
६. विदेश में रहने वाले पुत्र/पुत्री को पत्र.
७. अनियमित पत्र लिखने वाले पुत्र को पत्र.
८. परिवार में किसी भी गंभीर बीमारी के सूचनार्थ परिवार के अन्य सदस्य को पत्र.
९. सलाह मांगने वाले रिश्तेदार को पत्र.
१०. मित्र के आगमन की परिवार को सूचना.
११. माता/पिता का पुत्र को पैसे के लिये पत्र.

विषय कुछ भी हो, पारिवारिक पत्र का स्थायी भाव होता है स्नेहपूर्ण अनौपचारिकता। पारिवारिक पत्र के लिये न तो किसी विशिष्ट रचना का बंधन हो सकता है, न किसी विशिष्ट लम्बाई का। वैसे पारिवारिक पत्र कुछ लंबे ही होते हैं। इसलिए हम इतना ही कहेंगे कि पारिवारिक पत्र में जो जानकारी देनी है वह स्पष्ट है, और इस ढंग से दी गई हो जैसे चाय पीते-पीते गपशप चल रही हो।



**अन्य नगर में नौकरी करने वाले पुत्र को पिता का पत्र (संपूर्ण नमूना)**  
**(To a Son Working in Another City)**

My dear,

I and your mother were very happy to get your nice long letter this morning.

Your mother was quite worried about that cold of yours. She felt quite relieved to learn that you are now completely fit. Still we feel it would be better if you took a little rest and did not go to office for another few days.

You will be very glad to know that Nirmala has passed the terminal examination with flying colours, scoring more than 60 per cent marks in all subjects. She is now expecting a nice present from her elder brother.

Romu is busy with his picture books and with his little friends, but he keeps asking when Bhaiya is coming home.

Now that you have been away for more than a year it would certainly be very nice if you could come home on a month's leave. Please let us know if you can manage it.

Your mother keeps worrying about whether you get good food there, and about your health. So take good care of yourself, and don't fail to let us know when you are coming home on leave.

With love from all of us,

Yours affectionately,



## अन्य नगर में नौकरी करने वाले पुत्र का माता/पिता को पत्र (From a Son Working in Another City)

प्रारंभ में पत्र मिलने पर प्रसन्नता व्यक्त करें :

1. Your letter reached me yesterday and I was delighted to go through it.
2. I am happy to receive mother's letter this evening.
3. I was very happy to get dear Neera's letter a couple of days back.

अब अपने बारे में जानकारी दें :

4. Please tell mother that I have completely recovered from my slight illness now and there is no cause at all for her to worry about my health.
5. I am glad to tell you and father that my cold has now gone and I am quite well again.
6. I am sorry I could not send you an immediate reply as I had a slight cold for a couple of days. But now I'm O.K., so please do not worry.
7. I am sorry it was not possible for me to write back earlier because of very heavy office work.
8. I am sorry I could not reply sooner as our Managing Director was here for a week and I had been deputed to be with him.
9. I am sorry I could not reply to you earlier because for the last few days I had been on tour of the suburbs.

घर के बारे में पूछताछ करें :

10. How is it that I have not yet heard from you in reply to my last letter ? Is anything wrong at home ? Please let me know immediately.
11. The information in your last letter that father is not keeping well has got me worried. So please write back immediately to say how he is now.
12. I am eagerly waiting for news about Rani. Has she not delivered yet ? How many more days to go before I become an uncle ?
13. I hope both Shashi and Raju have finished their exams by now. How have they fared ? I am sure both of them must have done well.
14. How is dear Somu's health now ? I hope the fever is completely gone. He should now take some good tonic at least for a month.



15. Has Didi come down from London ? It is a long time since I saw her. Let me know when she comes, so that I would make a hurried trip home.
16. Let me know what is the position of finances at home, so that I may adjust accordingly.

घर की कई अन्य बातें भी लिखी जा सकती हैं :

17. I am glad to say that I have recently found a much better room, and it is also nearer to my office.
18. Recently I have changed my boarding house, and now I get much better food—but of course nothing compared to mother's cooking.
19. I propose to apply for a few day's leave next month.
20. I am happy to say that my leave has been sanctioned and I would be reaching there next Monday.
21. Give my regards to father, and reply soon.
22. With respects to father and love to everybody else.
23. I am in good health and hope you are all the same.
24. Please let me know if mother wishes to come down here for a few days.



**अन्य नगर में छात्रावास में रहने वाले पुत्र को माता/पिता का पत्र**  
(To Son Living in a Hostel Another City)

प्रारंभ में पत्र लिखने पर प्रसन्नता प्रकट करें :

1. I and your father were so happy to receive your nice long letter today.
2. We are so relieved to get your letter this morning.
3. Your mother was very glad to receive your letter a couple of days back.

घर के बारे में जानकारी दें :

4. Your mother has now completely recovered from her slight illness, so there is no cause for you to worry.
5. I am glad to tell you that your father's cold has now gone and he is quite well again.
6. We could not write you earlier because Raju was ill last week and he gave us some anxious moments ; he is much better now, so you don't have to worry.
7. I am very happy to inform you that last Friday dear Renu has given birth to a boy and both mother and child are in good health.
8. Sanjay and Sunita have finished their terminal examinations day before yesterday, and both of them have done well.
9. Sonu's health is much better now, and we expect her to be able to move about in a couple of days.
10. Your Didi has written from New York saying that they are all coming to India next month.

पुत्र की पढ़ाई और खान-पान के बारे में पूछताछ करें :

11. You have written that your exams are drawing near. So you must be studying hard, but take care of your health at the same time, otherwise you might fall ill at the eleventh hour.
12. Your mother is worried because you have not written anything about how good the food is that you get there. So let her know about it and also whether you have a good room in the hostel.
13. Do you have a partner in your room ? What sort of a boy is he ?
14. Do you find the hostel atmosphere congenial ?
15. I have today sent you a money order for Rs. 400 as you wanted, but I suggest that you should try to save as much as you can.



16. I do not mind sending you more money, but I would like to know why you want it.
17. Your mother say if you do not find the food in your mess good you may eat outside.
18. Do you have a playground nearby ? I hope you take exercise regularly.
19. I hope you are studying regularly for your exams. Let me know if you require anything.

घर की अन्य बातें भी लिखें :

20. We are all waiting for your college to close for the Diwali vacation so that you can come home.
21. Your mother misses you very much, and you too may be feeling lonely.
22. There are all sorts of boys in a hostel, so you should guard against undesirable company.

पत्र का अंत इस प्रकार हो सकता है :

23. Don't fail to write every week regularly.
24. Your mother keeps worrying about you, so don't be irregular in writing letters.
25. Keep us regularly informed about your health and your studies.
26. We expect a letter from you every week.
27. Keep us informed of your welfare.



## अन्य नगर के छात्रावास में रहने वाले पुत्र का माता/पिता को पत्र (From a Son Living in a Hostel in Another City)

प्रारंभ कैसे करें.

दूसरे शहर में नौकरी करने वाले पुत्र के पत्र में जो नमूने दिये गए हैं, वे ही यहाँ भी काम आ सकते हैं.  
अपने बारे में जानकारी दें.

इधर भी उपयुक्त पत्र के कुछ नमूने काम आयेंगे.

छात्रावास-जीवन के बारे में जानकारी दें :

1. I am glad to tell you that I have a nice room here and my partner is also a very nice boy. We have already become very good friends.
2. Our mess serves good food, so please tell mother not to worry about this.
3. The only drawback I find in the hostel is that it is about two miles from the college, so I think I will have to buy a bicycle.
4. I find the hostel atmosphere quite congenial.
5. As we are required to pay the room rent in advance please send me Rs. 200 by money order.
6. We have a large playground just opposite the hostel, and we play hockey there every evening.
7. A new wing is being added to our hostel, and I hope to get a still better room in a couple of months' time.
8. The biggest advantage of living in the hostel is that I can always study in consultation with my seniors.
9. Living in the hostel also provides me good company and entertainment in my off hours.

पढ़ाई आदि के बारे में अन्य बातें लिखें :

10. My exams are now drawing near, so please do not worry if I am a little late with my letters.
11. Sometimes I do feel lonely, but gradually I am getting used to hostel life ; so please do not worry.
12. The laddus mother sent were very tasty. I shared them with my friends.
13. I have already purchased the relevant books. The rest I can borrow from the library which is very near to our hostel.
14. My seniors living in the hostel are being very helpful and have provided me with plenty of notes on our syllabus.

अन्त कैसे करें :

उपर्युक्त पत्र के नमूने इधर भी काम आयेंगे.



## विदेश में पढ़ने वाले पुत्र का माता/पिता को पत्र (From a Son Studying Abroad)

प्रारंभ कैसे करें :

1. I am very happy to say that I have received Father's letter as well as the food parcel you sent. The barfi was delicious and my American friends relished it very much.
2. I know that you must have been waiting for my letter for the last many days, but I had no time to write because I was very busy writing a paper on the subject of my specialization. I submitted it today and so am now writing to you.
3. I have been thinking of writing to you for the last many days, but could not get around to it because of the hectic pace of life here.
4. I am very sorry for not having been able to write to you for the last so many days, but I could not help it as it takes a lot of preparation to adjust to life in a foreign country, and I have been very busy doing this.
5. As I am still not used to the ways of living here, I could not find time to write to you earlier.
6. In spite of my best efforts to find time to write you back, I could not do so because of my tight schedule of working.

विदेश के जनजीवन के बारे में जानकारी दें :

7. Life is so different here, but the people in general are very friendly.
8. Everything is so fast here, including the tempo of life. People don't waste even a single minute.
9. The educational system here is quite different from the one in India, but I very much like the system of informal discussions in small groups that they adopt here.
10. The course is tough and we have to work very hard, but our professors are very helpful and mix with us quite freely.
11. During the Christmas vacations we went on a bus tour of the continent. It was quite cheap and we could see so many wonderful places.



12. There are so many Indian families in London that I do not feel lonely. So please don't worry about me on that count.
13. I took some time to adjust to the food here, but now I have begun to like it.
14. The climate here is very pleasant and I already find improvement in my health.
15. It was both a pleasure and surprise to find that Indian food is readily available here.

घर के बारे में पूछताछ करें.

इसमें अन्य नगर में पढ़ने वाले या नौकरी करने वाले पुत्र के पत्र के लिये जो नमूने दिये गए हैं वे ही काम आ सकते हैं.

अन्य बातों के साथ पत्र का अन्त करें :

इसमें भी दूसरे शहर में पढ़ने वाले लड़के के पत्र के नमूने दिये गए हैं, जो उपयुक्त होंगे.



## अन्य शहर में रहने वाली विवाहिता पुत्री को माता/पिता का पत्र (To a Married Daughter Living in Another City)

इस पत्र का प्रारंभ तथा घर की बातों की जानकारी वाहर रहने वाले लड़के को लिखे जाने वाले पत्र के समान होती है। इसके नमूने इन पत्रों में दिये जा चुके हैं।

समुदाय में रहने वाली लड़की के लिये कुछ खास अन्य बातें जो लिखी जा सकती हैं :

1. We are expecting you and Suresh here for Diwali, so don't disappoint us.
2. Both your father and mother-in-law are very affectionate people ; so don't do anything that would displease them.
3. Ramesh is a very loving husband, so take good care of him.
4. We have read what you have written about little Sonu's teething troubles; but these are usual things, so you should not worry too much.
5. Now that Anu's exam is over, why not send her here for the vacation? Your mother says she has not seen her grand-daughter for a long time.
6. This morning we received a letter from your father-in-law and were tremendously happy to learn that Anu has now got a little brother.
7. We were very happy to know that Anil has got a promotion and has now become Deputy General Manager. You are indeed a lucky girl to have such a fine husband.
8. It was a pleasure to learn from your letter that your younger brother-in-law has passed the Higher Secondary examination in the First Division. Give him our hearty congratulations.
9. We were very much concerned to learn that your mother-in-law is seriously ill. You must not spare any efforts in taking care of her.
10. We were glad to receive the invitation to the wedding of your younger sister-in-law. We send her all good wishes and also a small present, which we hope, she will like.
11. It was a pleasure to know that Sunil has been given a special increment because of his good work. Your husband is really a very capable young man.
12. It is good that you have taken up a job, but you must not neglect your duties as a wife.



13. We are so happy to know that you and Ramesh are now the parents of a baby boy. We send our blessings to all three of you.
14. We are happy your in-laws appreciate your behaviour and services to them.

पत्र का अंत इस प्रकार करें :

15. Remember us to your parents-in-law.
16. Tell Ramesh we congratulate him most heartily on his promotion.
17. Take good care of the baby.
18. Keep writing regularly, so that your mother won't worry.
19. Give our due regards to your in-laws and ask Ramesh to write to us.
20. We are expecting both of you to visit us during the Dussehra festival.



## अनियमित पत्र-व्यवहार के लिये पुत्र को पत्र (To Son Who is Irregular in Correspondence)

प्रारंभ में पत्र न आने का उल्लेख कर अपनी चिंता व्यक्त करें :

1. For the last three weeks your mother has been awaiting your letter, but there is no news from you.
2. Your continued silence for the last many days has got all of us very much worried.
3. What is wrong with you ? Why have you not written to us for so long ?
4. I am very sorry to see that of late you have become quite irregular in writing letters.
5. It is more than two weeks since I wrote to you last, but there has been no reply from you.
6. We understand that you are very busy with your project but feel that to find a few minutes to write a letter is not difficult.
7. We regret your unconcern about home. Can't you write even one letter a week ?

पत्र न लिखने के कारणों की पूछताछ करें :

8. Please let us know immediately about your health and the reason of your continued silence.
9. It is because you are not keeping good health ?
10. Perhaps you may be very busy with your books—but surely not too busy to write to your mother.
11. It is quite possible that there might not be any serious reason for your delay in writing to us, but we would like to be assured on this point.

नियमित पत्र-व्यवहार की आवश्यकता पर बल दें :

12. Your letters are a great solace to us in our old age, so make it a point to write regularly.
13. Your letters are a great comfort for your mother, so for her sake you should be more regular in writing letters.
14. Your mother always keeps worrying about you, and this affects her health, so in the interest of her health you should be regular in your correspondence.



15. Remember that we are always worried about your welfare ; so please keep us informed.

पत्र न लिखने का संभावित परिणाम बताएं :

16. Your mother is already so much worried about you that if there is any more delay in your letters she might fall ill.
17. If you do not reply to this letter immediately I might have to come down there to see what is wrong.
18. If I fail to get a letter from you within a week I will have to come there personally to find out the cause of your silence.
19. In case I still do not hear from you, I shall write to your hostel warden.

पत्र का अंत इस प्रकार हो सकता है :

20. We pray to God that you are in good health and hope nothing is seriously wrong.
21. Please do not add to our anxieties by any more delay in writing a letter.
22. If you are too busy with your studies to write a detailed letter, just write a couple of lines on a post card to let us know about your health and wellbeing.
23. Reply to this letter immediately. May God bless you.
24. Let us have your reply by return of post.



## परिवार में गंभीर बीमारी के बारे में परिवार के सदस्य को पत्र (Letter Regarding Serious Illness in the Family)

प्रारंभ कैसे करें :

इस पत्र का प्रारंभ किसी भी साधारण पारिवारिक पत्र जैसा हो सकता है. इसके नमूने पहले दिये हुए भिन्न-भिन्न पारिवारिक पत्रों में दिए गये हैं.

फिर बीमारी की सूचना दें :

1. I am very sorry to inform you that since yesterday your grandmother is seriously ill and has been admitted to the hospital.
2. You already know that your grandfather has not been keeping good health for the last few days, but since yesterday the deterioration in his health has been causing us a lot of worry.
3. Meenu fell ill last week, and the doctor has diagnosed it as Typhoid.
4. Your father is again suffering from Bronchitis, and this time it is so severe that he is in bed.
5. Your mother's trouble with a slipped disc\* has erupted again, and we have had to take her to the Medical Institute for physical therapy treatment.
6. Your father yesterday had a very mild heart-attack, but, as a precaution we have admitted him in the hospital.
7. Sheela last week got a second attack of Pneumonia. Due to extensive weakness she had to be admitted to the hospital.

उपचार की जानकारी देकर पाठक को तसल्ली दें :

8. The doctor has kept her under constant observation and is giving her all the necessary treatment.
9. We have booked a special room for him at the Hospital and have also engaged a nurse to look after him exclusively.
10. The doctor has prescribed an injection course for her and comes to our place every day to give the injection.
11. ECG\*\* and all other tests have been made and we are now awaiting the report.

\*रीढ़ की हड्डी में फिर से दर्द उठना.

\*\*दिल का परीक्षण.



12. Yesterday I took her to an X-ray clinic and got a chest X-ray taken, which I have sent to the hospital.
13. All the medicines prescribed by the doctor are being regularly given, and she seems to be responding to the treatment.

ऐसे पत्र का अंत इस प्रकार करें :

14. In view of his present condition I suggest that you pay a brief visit here.
15. It would be advisable for you to come down for a day or two.
16. In case of any unfavourable development we shall let you know immediately.
17. We are taking all possible care of him, so do not worry too much.
18. He is under expert medical treatment, but in view of his very much advanced age we should all be prepared for the worst.\*
19. The Doctor is doing his best, so let us pray to God that she pulls through.\*\*
20. If his condition worsens further we will intimate you telegraphically.
21. Do not get nervous as the Doctor has assured us of her complete recovery within a fortnight.
22. Please keep some cash ready as we may need it any time.

\*मृत्यु के लिए तैयार रहना.

\*\*ठीक हो जाती है.



## सलाह मांगने वाले संबंधी को उत्तर (Reply to a Relative Asking for Advice)

प्रारंभ में पत्र लिखने पर प्रसन्नता व्यक्त करें :

1. It was a pleasure for me to hear from you after a long time.
2. It was very happy to receive your letter this morning.
3. Your letter to hand—I thank you for asking for my advice.
4. I have your letter asking for my advice on such an important matter, but I really do not know if I am capable of giving it.
5. I thank you for trusting me to seek advice on such an important matter.

सलाह के वाक्य लिखें :

6. As you are a brilliant boy you will be successful in any line ; but as you are particularly good in Mathematics I suggest that you go in for engineering.
7. Your marks in this examination indicate that you are very good in Biology, so I feel you should go in for the medical line.
8. Personally, I like your idea of becoming a journalist very much, but I am afraid it is not a very paying profession in our country.
9. In response to your inquiry about some special medical line I would suggest that you become a Physical Therapist, as it is comparatively new profession and seems to have growing prospects.
10. Although you do not particularly like commerce I would still urge you to go in for B. Com. so that you could effectively help your father in his business.
11. I agree with you that you are not so old that you have to hurry with your marriage, but if your mother insists, there is no harm in getting engaged to this girl you have fancied.
12. As to the delicate matter about which you have written to me, I would advise you to be frank with the girl and express your feelings for her.
13. Frankly I am of the opinion that you should not think of marriage till you are settled in life and capable of supporting a family.
14. Besides the job that has been offered to you and the idea of an independent business I would recommend the job, for it would be very difficult for you to raise the resources needed for even a small enterprise.



15. Unless you take chances you cannot forge ahead ; so I would advise you to take this very attractive contract post rather than the secure but small job.

पत्र के अंत में पाठक को बताएं कि अंतिम निर्णय उसको ही लेना होगा :

16. Finally, however, I must say that the decision in this matter should be completely yours.
17. In the final analysis, however, you have to take your own decision.
18. Even if **this is my** advice don't be afraid to go against it if you genuinely feel it is not in your interest.
19. Finally, whether you take my advice or not, I wish you all the best.



## मित्र के आगमन की परिवार को सूचना (Letter to Family Regarding Proposed Visit by a Friend)

प्रारंभ :

इस पत्र का आरंभ किसी भी साधारण पारिवारिक पत्र जैसा हो सकता है। इसके नमूने पहले दिये हुए भिन्न-भिन्न पारिवारिक पत्रों में उपलब्ध हैं।

प्रारंभ में मित्र के आगमन की सूचना दें :

1. I am specially writing this letter to inform you that my friend Anil is coming to Bombay on tour and I have asked him to stay at our place with you.
2. This is to let you know that my close friend Rajiv is visiting Delhi on some business, and I have asked him to stay with you people rather than put up at a hotel.
3. You will be interested to know that Mohan, who, as you know, is my closest friend, is coming there for a brief visit, and I want you to put him up at our place.
4. I am writing this letter because my friend Gopal has been called to Bombay for an interview, and I have suggested to him that he could stay at our place.

अब मित्र के रहने के प्रबंध के बारे में लिखें :

5. I am sure his stay will not cause any inconvenience to you, as you can put my room to his disposal.
6. Please see that he is not put to any inconvenience because of his being a stranger to Bombay.
7. After Anil is free from his business, Raju could take him around the city for sight-seeing.
8. It would be just fine if Papa could put our car at Sunil's disposal for a couple of days.
9. Govind is rather shy, but I am sure you will make his stay so comfortable that he will mix with our family.

मित्र के हाथ पत्र भेजना हो तो—

साधारणतया मित्र के आगमन की सूचना उसके आगमन से पहले ही भेज दी जाती है। लेकिन कभी-कभी यह सूचना उसके हाथ भी भेजनी पड़ती है। इस समय सूचना के वाक्यों में इस प्रकार फर्क होगा :

10. I am sending this letter with my friend Anil, who is coming to Bombay on tour and whom I have asked to stay at our place with you.



11. The bearer of this letter is my close friend Rajiv, who is visiting Delhi on some business. I have asked him to stay with you people rather than put up at a hotel.
12. This is Mohan, about whom you have heard a lot from me. He is coming there for a brief visit, and I want you to put him up at our place.
13. I am writing this letter to introduce my friend Gopal, who has been called to Bombay for an interview. I have suggested to him that he could stay at our place.

पत्र के अंत में घर की अन्य बातें हो सकती हैं.

14. I am sending a sweater for Leela with him. I hope she likes it.
15. Tell mother to send me laddus with him when he comes back.
16. If you want anything special from here that I could send with him, let me know immediately.
17. When he returns please send the blue shirt which I forgot on my last visit.
18. Please send with him some nice photographs of Baby.

यही पत्र अन्य मित्र को लिखना हो तो—

अगर मित्र के आगमन की सूचना परिवार को नहीं बल्कि दूसरे मित्र को देनी है, तो अंत में धन्यवाद देना होगा.

19. I am putting you to some trouble, but I am sure you will find Mohan very pleasant company.
20. I would thank you to make all necessary arrangements to make Gopal's stay comfortable.
21. I know I can count on you for making Rajiv's visit to Delhi a pleasant experience.
22. I know I am bothering you, but I look upon this as an opportunity to introduce two of my good friends to each other.

इसी तरह परिवार के किसी सदस्य के आने की खबर देने वाला पत्र मित्र को भेजा जा सकता है. ऐसे पत्र के लिए इस भाग में दिये गए भिन्न-भिन्न नमूने काम आयेंगे.



## माता-पिता का पुत्र को पैसे के लिए पत्र (Letter from Parents to Son for Money)

प्रारंभ :

इस पत्र का आरंभ किसी भी साधारण पारिवारिक पत्र जैसा हो सकता है. इसके नमूने भिन्न-भिन्न पारिवारिक पत्रों में उपलब्ध हैं.

पैसे की मांग से पत्र का आरंभ होगा :

1. As you know, the date of Sheela's marriage is approaching fast and we have to purchase so many things ; so we would like you to send at least a thousand rupees as early as you can.
2. As you are aware, I have spent a lot of money on your mother's illness and it has now become difficult to carry on with the salary I get ; your mother has suggested that you should contribute to the family expenditure by sending five hundred rupees.
3. Subhash has passed his Higher Secondary Examination creditably and would like to go to college. But that would be possible only if you sent a hundred rupees every month for his higher education.
4. Now that I have retired I find it difficult to manage household expenses here ; so your mother expects you to share the responsibility and send some money regularly.
5. Keeping the present circumstances in view it has become necessary for me to ask you for some financial contribution.
6. We know that you will have to cut down your expenses to do it, but your financial contribution to home has become a must now.

पैसे मिलने की आशा व्यक्त करें :

7. We do hope you will be able to arrange this sum at the earliest.
8. Your mother feels it would not be difficult for you to send such a small sum, now that you get a good salary.
9. We shall start the wedding preparations immediately on receiving the money from you.
10. The doctor is to be paid by the end of this month, so please send the money immediately.
11. The operation is fixed for next Saturday, so please sent the money before that.
12. We look forward to you help right from this month.

पत्र का अंत सामान्य पारिवारिक पत्र जैसा, आशीर्वाद से होगा.



## विदेश में रहने वाले पुत्र/पुत्री को पत्र (To Son/Daughter Settled Abroad)

इस पत्र का बहुत सारा ढाँचा अन्य शहर में रहने वाले पुत्र/पुत्री को लिखे जाने वाले पत्र जैसा ही होता है। इसके लिए उपयुक्त वाक्यों के नमूने उन पत्रों में उपलब्ध हैं।

विदेश से संबंधित कुछ खास अन्य बातें जो लिखी जा सकती हैं :

1. We are very happy to inform you that Manju's marriage has been settled and will take place this December, but we very much doubt if you will be able to come for it all the way from there.
2. You write that you can send air tickets for us so that we can come to England, but I doubt if your mother can stand such a long journey at her age.
3. It was nice to know that little Manu can now speak fluent English, but let her not forget her Hindi.
4. It has been three years since you settled in the U.S.A., so your mother now very much wants you to visit India for a couple of months.
5. It was very nice to know that you have now bought a home in a town near London. We both wish you all prosperity.
6. I hope you have by now overcome the initial difficulties in speaking English.
7. Your idea of our coming over there to live with you permanently sounds nice, but I doubt if the cold climate would agree with us at our advanced age.
8. It is nice to know that you have learnt continental cooking too. We surely would like to have a taste of it.
9. Now that Rakesh has completed his assignment what do you plan for the near future.
10. We are glad to know that you do not intend to settle there permanently.

पत्र का अंत लड़के/लड़की को लिखे जाने वाले उपर्युक्त पत्रों की तरह ही होगा। इसके नमूने दिये जा चुके हैं।



THE HISTORY OF THE  
CITY OF BOSTON

From its first settlement in 1630 to the present time, the city of Boston has been a center of commerce and industry. It has been a city of firsts, a city of pioneers, a city of progress. It has been a city of great men, a city of great deeds, a city of great achievements. It has been a city of great love, a city of great kindness, a city of great compassion. It has been a city of great faith, a city of great hope, a city of great dreams. It has been a city of great courage, a city of great strength, a city of great power. It has been a city of great wisdom, a city of great knowledge, a city of great understanding. It has been a city of great beauty, a city of great grace, a city of great glory. It has been a city of great peace, a city of great harmony, a city of great unity. It has been a city of great joy, a city of great happiness, a city of great love. It has been a city of great life, a city of great energy, a city of great vitality. It has been a city of great spirit, a city of great soul, a city of great heart. It has been a city of great faith, a city of great hope, a city of great dreams. It has been a city of great courage, a city of great strength, a city of great power. It has been a city of great wisdom, a city of great knowledge, a city of great understanding. It has been a city of great beauty, a city of great grace, a city of great glory. It has been a city of great peace, a city of great harmony, a city of great unity. It has been a city of great joy, a city of great happiness, a city of great love. It has been a city of great life, a city of great energy, a city of great vitality. It has been a city of great spirit, a city of great soul, a city of great heart.



## विविध सामाजिक पत्र

### (MISCELLANEOUS SOCIAL LETTERS)

आधुनिक सामाजिक जीवन के इतने विविध पहलू होते हैं कि हर आदमी को किसी न किसी कारणवश दूसरों से पत्र द्वारा संपर्क रखना आवश्यक हो जाता है, ऐसा हम अब तक देखते आए हैं। ये कारण असंख्य व अगणित हैं। इसलिये थोड़े से प्रतिनिधि अवसरों के ही नमूने यहाँ दिये जा रहे हैं, जो इस प्रकार हैं :

१. परिचय-पत्र.

२. मित्र को पैसे अथवा किसी अन्य उपकार के लिए पत्र.

३. मरम्मत के लिये पूछताछ का पत्र.

४. होटल में जगह के लिए पूछताछ.

५. गाड़ी के बीमे के बारे में बीमा कम्पनी को पत्र.

इन पत्रों का उद्देश्य प्रमुख रूप से जानकारी देने या लेने का होने के कारण एक ही नियम इन पत्रों के लिये पर्याप्त है, और वह है जानकारी का व्योरा स्पष्ट होना.

### परिचय-पत्र (संपूर्ण नमूना)

(Letter of Introduction)

My dear,

This will introduce my friend Mahesh Kumar, who is going to spend a couple of months in Bombay, gathering material and doing research for a new book.

Mahesh plans to spend his days at the Royal Asiatic Library and his evenings with congenial people. I told him I know of no one more congenial than you!

I'm sure you will like Mahesh, and that you two will enjoy each other's company.

Of course I don't have to tell you that I shall very much appreciate any courtesies you show him.

Yours sincerely,

ऐसा परिचय-पत्र जाने वाले के हाथ दिया जाता है। लेकिन इसके साथ उसके आगमन की जानकारी का पत्र डाक से भी सीधा भेजा जाता है.

My dear,

In the next day or so you will receive a phone call from Mahesh Kumar. He is a very good friend of mine, and as he plans to be in Bombay for some time I have given him a letter of introduction to you.

I am writing this note so that you will know who Mahesh Kumar is when he rings you up.

I know how busy you are, Dev, and I don't want you to regard this an obligation. But if you have any time, do spare some of it for him.

Anything you can do will be sincerely appreciated on my part, and on Mahesh Kumar's too.

Cordially yours,



## मित्र को पैसे अथवा किसी अन्य उपकार के लिए पत्र

(Request to Friend for Loan or Favour)

प्रारंभ में संकोच व्यक्त करें :

1. I really do not know if I should write such a letter to you.
2. I am not quite sure whether I should write to you to put you to botheration.
3. Although I know that there are no formalities between friends I wonder if I should cause you any inconvenience.
4. It is very reluctantly that I am writing this letter to you.
5. It is with a certain amount of hesitation that I write this letter to you.
6. Though I am well aware of your situation, I still have to write this to you.
7. I do not wish to but I have to write to you about it.

फिर अनुरोध करें :

8. It has become urgently necessary for me to make some fresh investments in my business, and I was wondering if you could advance a sum of about five thousand rupees for six months.
9. To be frank with you, my rather thoughtless expenditure this year has landed me in debts of over a thousand rupees and I thought perhaps you could help me out.
10. I have recently incurred a lot of expenditure on my wife's medical treatment, and I do not know anybody else but you who could give me financial assistance in my hour of difficulty.
11. As you know, my daughter Sheela is coming to Delhi for her college education, and I was wondering if you could put her up with you till she got admission in a hostel.
12. My younger brother will be coming to Bombay next Monday by Deluxe, where he will change trains for Madras, and I would very much appreciate it if you could meet him at the station.
13. Could you possibly find time to take the package accompanying this letter to my cousin Anil at Bandra ?
14. Could you speak to Mr. Prakash Chandra, whom you known well, about that post for me ?



अंत में धन्यवाद दें :

15. I don't have to tell you that I shall very much appreciate this small favour.
16. I know I can always count on you to help me.
17. While I shall very much appreciate your help it would be perfectly all right with me if you are unable to do anything.
18. As we are friends, please feel free to say no if for any reason you can't.
19. I know you will do the best you can, and that would be enough for me.
20. You will help and oblige, I hope.



## मरम्मत के लिए पूछताछ का पत्र (Letter about Repair Job Estimate)

प्रारंभ में मरम्मत की जानकारी दें :

1. This is to request you to give me an estimate of a repair job that I would like you to do on my TV set.
2. Kindly call at my residence at your earliest convenience to inspect my radiogram and see what repairs it needs.
3. My room cooler is out of order since yesterday, so please make it convenient to call at my place as early as you can to assess the required repairs and give me an estimate.
4. My fridge seems to need repairs and I would be glad if you could come to my place to look at it and tell me what it will cost to put it right.
5. The compressor of my fridge has lately developed a lot of noise and I would like you to give me an estimate before repairing it.
6. I would like you to give me an estimate for giving a routine check to all the electrical gadgets in my house.

खराबी का विवरण दें :

7. The image on the screen keeps rolling inspite of adjusting the control and the voltage stabilizer.
8. The sound has become very gruff and indistinct.
9. The pin of the radiogram does not start on the record at the right place.
10. Perhaps because of some loose connections, the radiogram does not start immediately.
11. The water pipe of the cooler does not operate properly.
12. The blower of the cooler makes too much noise and expels a lot of water too.
13. The thermostat of the fridge seems to have been burnt out.
14. The defrosting control does not function properly.

अंत में शीघ्रता करने का अनुरोध करें :

15. As this is an article of daily use please give prompt service.
16. As the children are very much disappointed at the TV going out of order, please come quickly.
17. As the marriage of my daughter is approaching near, please complete all repairs early.
18. I shall be highly obliged if you finish all the repairs within one week as I am expecting a few guests soon.



## होटल में जगह के लिए पूछताछ (Inquiry about Hotel Accommodation)

प्रारंभ में अपनी जानकारी दें :

1. I propose to take a vacation in Goa with my family this summer and would like to stay at your hotel.
2. I shall be coming down to Bombay on a business tour of two weeks around the 15th of this month and am thinking of staying at your hotel.
3. I have to come down to Delhi on a short transfer of about two months in the beginning of April and propose to stay at your hotel.
4. The Managing Director of our Company is scheduled to stay in Bombay for five days from 15th of November, and intends to stay at your Hotel.
5. I have advised my son, who shall be shortly visiting Delhi, to stay at your Hotel.

फिर अपने लिए वांछित स्थान की आवश्यकता का विवरण दें :

6. My requirements are a sitting room, an air-conditioned bedroom and attached bath with hot and cold running water.
7. I shall need a sitting room, two bed-rooms, one of them with an extra cot, and attached bathroom of Indian style.
8. A small but decently furnished and well-ventilated bed-cum-sitting room would be enough for me.
9. I would prefer accommodation on the ground floor.
10. If an air-conditioned room is not available I can accept a non-air-conditioned room.
11. Although I shall initially be staying for a week it is possible that I may have to extend my stay by another week.
12. Please confirm reservation for one double bed with attached both and air-conditioning.

अंत में किराये की दर के बारे में पूछताछ करें :

13. So kindly send me your tariff and let me know if accommodation would be available in your hotel on the dates I have indicated.
14. So please let me have your rates for various types of accommodation and inform me if you can book a room for me.
15. I would therefore thank you for early intimation of your charges and availability of accommodation.
16. It is, therefore, requested that information about your rates and availability of a room may be sent by return of post.
17. Please intimate the type of accomodation available and respective charges.



## गाड़ी के बीमे के बारे में बीमा कंपनी को पत्र

(Letter to Insurance Company Regarding Car Insurance)

प्रारंभ में गाड़ी की जानकारी दें :

1. It will interest you to know that I have booked a new Ambassador car and would like to insure it with you on taking delivery.
2. I have recently bought a used Fiat Car and would like to get its insurance cover changed from Third Party to Comprehensive.
3. I am sorry to say that my car, which is insured with you, met with an accident this morning and its hood has been damaged.
4. I am extremely sorry to inform you that my car, which insured with you, was stolen from near my office last evening. I have reported the loss to the police.
5. This is to report you that to last night while my car, which is insured with you, was parked outside my house, someone broke its wind-shield by hitting it with a stone.
6. I would like to renew the insurance of my car, which expires on the 15th this month.

फिर बीमा की दरों के बारे में पूछताछ करें :

7. So kindly let me know your terms and conditions for covering it with comprehensive insurance.
8. I am therefore interested in knowing how much more I would have to pay for changing the insurance cover.
9. So please send your inspector immediately to Messrs Auto Service Station, where my car is kept, to assess the damage and the required repairs at your expense.
10. So please let me know the rules under which your company will compensate me for this loss.
11. I would like to know whether your paying for a new wind-shield would mean that I lose the no accident rebate I have been getting for the last four years.
12. Please let me know the additional premium for riot insurance for my car.
13. Please let me know if the Premium charges are the same as before.

ऐसे पत्र के अंत में कुछ खास वाक्य जोड़ने की आवश्यकता नहीं.



**दूसरा अनुभाग**  
**SECTION-II**

**नौकरी के लिए आवेदन-पत्र**  
**Job Applications**







## नौकरी के लिए आवेदनपत्र (JOB APPLICATIONS)

१. नौकरी के लिये आवेदनपत्र भेजने समय यह सदा स्मरण रखिये कि आवेदनपत्र का उद्देश्य आपको नौकरी दिलाना नहीं बल्कि आपके लिए साक्षात्कार का काल प्राप्त करना है।
२. आवेदनपत्र में स्वयं की प्रशंसा है, ऐसा महसूस न होने देते हुए अपने गुणों पर प्रकाश डालिये।
३. जो भी जानकारी आपको देनी हो उसे सच्चाई से और सीधे ढंग से दीजिये।
४. घिसे पिटे वाक्य काट डालिये जैसे—“With reference to your advertisement”, “In reference to your advertisement”, “hoping for the favour of an early reply”, “Assuring of my best services” आदि।
५. आवेदनपत्र आकर्षक ढंग से टाइट करके भेजिये।
६. आवेदनपत्र में अपना ब्योरा देने के दो ढंग होते हैं। वे संपूर्ण नमूने में दिये हैं।
७. नाम पता आदि लिखने का ढंग “व्यवसायिक पत्र का ढाँचा” शीर्षक के अंतर्गत समझाया गया है।

### नौकरी के लिए आवेदनपत्र (संपूर्ण नमूना) (Job Application)

पहला प्रकार : आवेदनपत्र में ही ब्योरा.

#### Type I : Application including Resume

Dear Sir,

Your advertisement for the post of a Private Secretary to your Managing Director in a recent issue of the “Hindustan Times” has encouraged me to submit my application for your consideration, as I feel I have the necessary qualifications and experience required.

I graduated from the University of Delhi in 1975, securing the B.A. (Hons.) degree in English with a high Second Class.

After completing my college education I did a six-months Secretarial Course at the well-known Reliance Secretarial Institute, New Delhi, where I acquired proficiency in business correspondence, shorthand-typing, filing work and office administration.

At present I am employed with Bright Light Company, New Delhi, as Office Assistant, in which capacity I handle



correspondence of a routine nature, do filing work, take dictation, and answer visitors' queries. My shorthand and typing speed are 120 and 60 w.p.m. respectively.

Having lived in various parts of the country I can speak Hindi, Punjabi and Marathi fluently and can understand Gujarati as well as a little Bangla.

I am 25 years old, in excellent health, and have been a sportsman during my college days.

My work with my present employers has been appreciated by my superiors (testimonial attached), but I feel the post you offer has greater scope for my abilities.

I like responsibility, enjoy the challenge of new situations, and expect to make a positive contribution in the position you have advertised.

I therefore hope to be granted an interview call from you.

Thanking you.

Yours faithfully,

Encl. : Testimonials

दूसरा प्रकार : आवेदनपत्र के साथ व्योरा दिया जायेगा.

#### **Type II : Application with Separate Resume**

Dear Sir,

Your advertisement for the post of a Private Secretary to your Managing Director in a recent issue of the Hindustan Times has encouraged me to submit my application for your consideration, as I feel I have the necessary qualifications and experience required.

My work with my present employers has been appreciated by my superiors (testimonial attached), but I feel the post you offer has greater scope for my abilities.

I like responsibility, enjoy the challenge of new situation, and expect to make a positive contribution in the position you have advertised.

I do hope my bio-data. enclosed on a separate sheet, would enable you to grant me an interview call.

Thanking you,

Yours faithfully,

Encl. : Testimonials



## BIO-DATA

Name :

Age :

Address :

Academic and Professional

Qualifications :

B.A. (Hons.) from Delhi University in 1975 with high Second Class marks in English as principal subject.

Did 6-months course at Reliance Secretarial Institute, New Delhi. Acquired proficiency in :

Business correspondence, shorthand, typing, filing, office administration.

Office Experience :

Employed for  $1\frac{1}{2}$  years in Bright Light Company, New Delhi, as Office Assistant.

In this capacity I handle routine correspondence, filing work, dictation and visitors' queries. Shorthand/typing speed : 120/60 w.p.m.

General Qualifications :

Can speak Hindi, Punjabi and Marathi fluently and understand Gujarati and a little Bangla.

Personal Details :

Excellent health.

Have been a sportsman in College days.



## नौकरी का सामान्य आवेदनपत्र (General Job Application)

प्रारंभ :

1. I wish to apply for the post of Office Superintendent advertised in the current issue of "Illustrated Monthly of India."
2. I have read with interest your advertisement in the 'Times of India' and wish to apply for the post of Labour Welfare Officer.
3. I am very much interested in the vacancy you have advertised in the 'Hindustan Times' for a Sub-editor and wish to offer my services for the same.
4. I am writing to enquire whether you have a vacancy in your organisation that I might usefully fill.
5. I understand from Mr. Sunil Kumar, one of your suppliers, that there is an opening in your office for a Sales Engineer.
6. Mr. Arun Kishore informs me that he will be leaving you on the 31st of this month, and if his position has not been filled, I like to offer myself for it.
7. I wish to offer my services for the post of sales officer, which as I understand falls vacant at the end of this month.
8. Going through your advertisement for the post of sales manager I feel interested to offer you my services for the same.

अंत :

9. I look forward to the pleasure of a personal interview.
10. I trust you will consider my application favourably and grant me an interview.
11. I would appreciate an interview and the opportunity to give you more details about myself.
12. I can come for an interview at any time convenient to you and for the purpose of intimation have enclosed a self-addressed and stamped envelope.
13. I look forward to the opportunity of a personal interview.
14. I shall be thankful for a call for interview at your convenience.



## विभिन्न नौकरियों के आवेदनपत्र (Various Job Applications)

किसी भी नौकरी के आवेदनपत्र के लिए जो वो ढाँचे होते हैं उनके संपूर्ण नमूने हमने दिये हैं। आप अपनी आवश्यकता के अनुसार इनमें से कोई भी चुन सकते हैं।

अब भिन्न-भिन्न जगहों के लिये आवेदनपत्र भेजते समय ब्योरे में जो फर्क होगा उसक हेतु कुछ नमूने के वाक्य यहाँ दिये गए हैं।

### १. प्राइवेट सेक्रेटरी (Private Secretary)

संपूर्ण नमूना इसी नौकरी का है। फिर भी कुछ और नमूने प्रस्तुत हैं :

1. I have completed my education only recently and have been employed just for a few months ; so I do not have much experience. But my academic career will show that I am hard-working and of above-average intelligence. Therefore, I am confident that your Managing Director will find me a competent Private Secretary.
2. I have already worked for the last two years as P.A. to the Sales Manager, India Trading Corporation. So, I have confidence that I would prove a competent Personal Secretary to your Managing Director.
3. As Personal Secretary to the General Manager, India Marketing Agency, I already hold a similar position. Still, I feel that your company being bigger, offers better scope of my abilities.

### २. एकाउन्टेन्ट/एकाउन्ट्स असिस्टेंट (Accountant/Accounts Assistant)

1. I am a Commerce Graduate of the Bombay University and have good knowledge of accountancy, auditing, income-tax procedures and Company Law.
2. I can also draw up balance sheets and profit and loss accounts.
3. Apart from my work as Accountant you may find my knowledge of secretarial work also of some use.
4. I have now enough experience to take independent charge of maintenance of accounts, preparation of bills and writing of account books.

### ३. खजांची (Cashier)

1. I have passed the B. Com. examination of the Delhi University with Book-keeping and Accountancy as special subjects.
2. I have therefore the knowledge required for keeping account books, billing etc.



3. I have also the necessary experience, having worked for three years as Cashier in the Delhi Textile Emporium.
4. If your rules require a deposit I am willing to do so to a reasonable extent.

४. टाइपिस्ट-क्लर्क (Typist-cum-Clerk)

1. I can type accurately to a speed of 60 w.p.m.
2. I have good knowledge of business routine, such as filing work, and also possess elementary knowledge of book-keeping.
3. At present I attend evening classes in Stenography to increase my ability to work in an office.
4. I have a neat hand and the ability to work long hours.

५. लेबर वेलफेयर आफिसर/श्रम कल्याण अधिकारी (Labour-Welfare Officer)

1. I have studied Labour Welfare at the Delhi School of Social Studies, and am a registered member of the Labour Welfare Officers' Association.
2. I speak Hindi, Punjabi, Bhojpuri and Bangla fluently, which helps me to deal better with labour hailing from different parts of the country.
3. I am fully versed in labour and factory legislation and possess the required qualifications as provided under the Factories Act.
4. My present work in a textile mill has given me adequate experience of handling industrial labour.

६. लाइब्रेरियन/ग्रंथपाल (Librarian)

1. I have done M.Sc. in Library Science from the Delhi University.
2. I am fully conversant with the Library of Congress System and other methods of classification.
3. I can manage all aspects of Library routine, including classifying and cataloguing of books and periodicals.
4. I am also familiar with various modern methods of copying and microfilming of documents etc.

७. ड्राइवर/वाहन चालक (Driver)

1. During five years of driving I have not had even a single accident and hold a clean licence.
2. I have not been challaned even for minor infringements of the Traffic Act.
3. I have a fair knowledge of motor mechanism and can carry out simple repairs.
4. I solicit a trial, in which, I am confident, you will find me a good, steady and careful driver.

८. नर्स/परिचारिका (Nurse)

1. I am B.Sc. in Nursing from the Delhi University and also a registered member of the Trained Nurses' Association of India.



2. I also hold the St. John's Ambulance Certificates of Proficiency in first aid, nursing and hygiene.
3. During the last ten years I have worked at several hospitals.
4. I can undertake the nursing of any kind of medical or surgical case, and am especially good at looking after children and the aged.

#### ६. पर्सनल आफिसर (Personnel Officer)

1. I hold an M.A. degree in Social Sciences from the Bombay University and have also completed a correspondence course in Personnel Management of the London School of Correspondence Courses.
2. I have sound knowledge of modern principles and practices of personnel management, aptitude tests work incentive etc.
3. I am also acquainted with methods of merit rating and performance audit.
4. I possess five years' experience as Assistant Personnel Officer in a public sector undertaking.

#### १०. स्टैनोग्राफर (Stenographer)

1. My speeds in shorthand and typing are 140 and 70 words per minute respectively.
2. I have also taken a course in book-keeping and secretarial work.
3. My sound knowledge of English enables me to handle independently correspondence of all routine nature.
4. If required to do so, I can work in a secretarial capacity.

#### ११. स्टोर-कीपर (Store-keeper)

1. I am fully conversant with the theory and practice of stores accounting, keeping of the stores, ledger, stock taking and the valuation of stocks and stores.
2. Having worked as an Assistant Store Keeper I have knowledge of working, handling and recording stores.
3. I am fully conversant with all aspects of storekeeping.
4. By training and experience I am in a position to carry out efficiently all duties assigned to me as a storekeeper.

#### १२. टेलीफोन ऑपरेटर-रिसीप्शनिस्ट (Telephone Operator—Receptionist)

1. I speak good English and can also converse fluently in Hindi.
2. I have a pleasing personality and a well-modulated voice, and can handle all inquiries on the phone.
3. I can handle the telephone keyboard and can operate both outside and internal exchanges.
4. I have completed a three-month course for telephone operators and receptionists.



### १३. प्राइवेट ट्यूटर (Private Tutor)

1. I am a graduate of the Delhi University and have been giving private tuitions for the last ten years.
2. As I have been a teacher in Delhi School, I am familiar with all school requirements.
3. I can coach your son in all subjects and guarantee his progress in those subjects in which he may be weak at present.
4. We can discuss my fees when we meet, as they will depend upon the number of days per week I shall be required to coach and the length of time of each session.

### १४. टाइपिस्ट (Typist)

1. After passing the SSC examination I attended the Delhi Typewriting Institute and have now acquired good speed with accuracy.
2. I believe you will find my typing is reliable at the speed of 50 words a minute, neat and accurate.
3. My training has included elements of office routine, simple invoicing, tabulator work etc.
4. I can also cut stencils neatly and cleanly and can operate any standard duplicating machine.

### १५. सेल्समेन (Salesman)

1. In addition to being a commerce graduate I have taken a diploma in business management and control and other subjects related to the retail sales of products.
2. For the past three years I am working as a part-time salesman for a cosmetic company and my sales have averaged Rs. 10,000 a month.
3. I am a good health and prepared to travel.
4. I have cultivated a refined manner of speaking and can persuade prospective customers into placing orders.

### १६. सब-एडिटर (Sub-editor)

1. I am a Bachelor of Journalism of the University of Nagpur.
2. As an apprentice in "Hindustan Times" for 6 months I have become conversant with the process of producing a newspaper.
3. I am proficient in English and can also type well.
4. I am in good health and prepared to work night shifts.

### १७. होटल रसोइया (Hotel Cook)

1. I am a diploma-holder of the College of Catering, Bombay.
2. I have worked for two years as assistant to my father, who was Chief Cook at the famous Leela Vilas Hotel.



3. I can prepare Indian, Continental as well as Chinese dishes.
4. At short notice I can prepare the entire menu for a banquet of upto a hundred guests.

#### १८. मैनेजर (Manager)

1. I have taken the M.B.A. degree of the College of Business Administration, Hyderabad in 1975 and stood second in the class.
2. I possess three years' experience as Assistant Manager in a progressive industrial concern.
3. I am well-versed in all matters regarding accounts, finance, general administration and Board meetings.
4. The management of my present business house have appreciated the smooth coordination I have established between staff and officers.

#### १९. मेकेनिक (Mechanic)

1. I have completed a Diploma Course of the Vishwakarma Polytechnic Institute, Delhi, specialising in the working of internal combustion engines, electric motors and allied subjects.
2. As a trainee at the Polytechnic I have had the opportunity to dismantle car engines and reassemble them.
3. As an apprentice with Yantra Industries for the last one year I have efficiently handled engines of various types.
4. As I worked for some time in a tools manufacturing industry I possess good knowledge of various types of tools required to repair and service engines and machines.

#### २०. टेक्निशियन (Technician)

1. I have completed a certificate course in electrical engineering conducted by the Institution of Electrical Engineers, Delhi.
2. As an apprentice with Pratima TV Company, I have also acquired knowledge of electronics.
3. My present job has given me good experience in various technical jobs like welding, soldering, wiring etc.
4. If required I can also deal with customers both in person and by correspondence.

#### २१. अध्यापक (Teacher)

1. I am an M.A., B.T. of the Bombay University and secured a high Second Division in both examinations.
2. I have been teaching English and Geography classes for the last two years in a Municipal School.



3. I have been giving private tuition to high school students for the last five years and have become well-versed in the techniques of coaching.
4. I have an impressive but pleasing personality, which helps me maintain discipline in the class as also gain the confidence of the students.

**२२. ऐडवर्टाइजमेंट कॅन्वेसर (Advertisement Canvasser)**

1. Since my graduation I have worked for the last two years as canvasser for advertisements on behalf of "Blend", a monthly magazine with a circulation of 5,000 copies.
2. My monthly average of advertisement business secured for the magazine has always been at least four times of what I received by way of salary plus commission.
3. I have established good contacts in the advertising field in Bombay.
4. I also have sound knowledge of copywriting and layout.

**२३. विमान परिचारिका (Air Hostess)**

1. I am a first class B.A. and so possess sound basic general knowledge.
2. I can converse fluently in English as well as Hindi.
3. The enclosed photograph will show that I have a pleasing personality.
4. I am unmarried and prepared to undergo any vocational aptitude and physical tests that may be necessary to prove my suitability for the exact working as an air hostess.

**२४. अप्रेंटिस (Apprentice)**

1. I have been interested in everything mechanical since my childhood.
2. I have a small workshop at home in which I tinker about with tools and repair or make small articles of use in the home.
3. The stipend you offer during the apprenticeship period is acceptable to me.
4. I am in very good health and take pride in working with my hands.

**२५. कैंटीन मॅनेजर (Canteen Manager)**

1. I have taken a Diploma in Hotel Management and Catering from the Catering College, Bombay.
2. I can efficiently supervise a large kitchen equipped with all modern cooking appliances.
3. I have made a special study of dietetics and nutrition and can prepare a balanced menu for a large staff.
4. I have worked for two years as assistant to the Canteen Manager of Messrs Globe Industries.



**२६. ड्राफ्ट्समैन (Draftsman)**

1. I hold a Government diploma in Mechanical Draftsmanship.
2. During my three years of service with Delhi Engineering Company I have gained valuable experience in the preparation of structural and mechanical drawings.
3. I have also done some architectural sketching and tracing.
4. The plans and blueprints that I have prepared for my present employers have been frequently praised for their accuracy as well as overall perspective.

**२७. पाठशाला की प्रधान अध्यापिका (Head-mistress of School)**

1. I am M.A., B.T. from the Bombay University and have specialised in modern methods of education.
2. I have 15 years' experience as a senior teacher and two years' experience as Assistant Headmistress.
3. I am fully conversant with the administrative functions of a large educational institution.
4. I have a knack of handling children, and inspite of enforcing discipline can secure their trust and love.

**२८. होटल मैनेजर (Hotel Manager)**

1. I have five years' experience as Assistant Manager of the well-known Badshah Hotel, Bombay.
2. I am conversant with all aspects of Hotel management, from daily menus to security and from public relations to arranging conventions.
3. I can speak English, Hindi, Punjabi and Gujarati fluently and know a little French too.
4. I have polished manners and have the confidence to look after guests of status.

**२९. कम्पनी का वकील (Lawyer for Industrial Concern)**

1. I already have five years' experience as Legal Adviser to Messrs Delhi Steel Industries.
2. I have passed the L.M. examination and possess knowledge and experience of industrial legislation, Factory Act, Labour Code etc.
3. On a number of occasions I have represented my company in legal disputes.
4. For a couple of years I have worked as assistant to Mr. F.M. Kanoonwala, the famous lawyer of Bombay, who has earned a name for himself in industrial legislation.



### ३०. प्रचार अधिकारी (Publicity Officer)

1. I am a graduate in Journalism from the Nagpur University and have done a correspondence course in Publicity, Public Relations and Advertising from the London School of Journalism.
2. I possess a good knowledge of typography and lay-out.
3. As Assistant Publicity Officer for Rose Cosmetics Ltd., I have conducted several successful advertisement campaigns.
4. I am well-versed in printing and production techniques and also conversant with all publicity media like Press, Radio/T.V.

### ३१. संवाददाता (Press Reporter)

1. I have secured a Diploma in Journalism from the Punjab University.
2. I can speak and write English, and, know Hindi and Punjabi well.
3. I know typing too.
4. I took an active part in the production of the students' newspaper brought out by the University's Department of Journalism.

### ३२. सेल्स मैनेजर (Sales Manager)

1. As Assistant Sales Manager I have a record of turning a long, sharp decline in sales into a continuous rise.
2. My Master's Degree in Commerce has given me requisite knowledge of book-keeping, accountancy and modern business methods, especially sales management.
3. My experience of handling tough sales problems extends to ten years.
4. I have an intimate knowledge of modern methods of publicity, public relations and advertising, all of which are pre-requisites to sales.

### ३३. प्रवासी विक्रेता (Travelling Salesman)

1. I have five years' experience in door-to-door sales of various consumer products.
2. I am used to travelling long distances all over the country.
3. I am in excellent health which, I believe is essential for any travelling salesman.
4. I have acquired a polished and persuasive manner of speech and can converse effectively in English, Hindi, Punjabi, Bangla and Gujarati.

### ३४. एजेंट (Agent)

1. As representative of a cosmetic firm for all Maharashtra I have built up personal contacts with all major toilet goods dealers in the state.



2. I am well acquainted with the details of the trade for which you require an agent.
3. I am confident that my trade connections will result in a large turnover for your firm in this region.
4. We could negotiate the agency terms, and I would accept any reasonable offer.

#### ३५. एकाउन्ट्स ऐसिस्टेंट (Accounts Assistant)

1. I have passed the S.S.C. examination and taken a Diploma in Accountancy.
2. I have been an apprentice with Delhi Bank for the last 6 months.
3. I can maintain all types of books and registers with regularity and accuracy.
4. I have a legible and good hand and also know typing.

#### ३६. लैक्चरार (Lecturer)

1. I have taken my M.A. in English Literature, securing a high Second Division.
2. I am a writer and one of my books was chosen for an award by the Maharashtra Literary Conference.
3. I have fluency of speech.
4. I like teaching and can create the students' interest, for their studies.

#### ३७. कॉपी राइटर (Copy-writer in Advertising Agency)

1. I have done a correspondence course in advertising from the London School of Correspondence Courses.
2. I have made a special study of the "copy" of leading Indian advertisers, and my paper on this subject was appreciated by the London School.
3. I have a flair for words and can produce forceful, appealing copy for any product or service.
4. I have working knowledge of visualising, designing and lay-out for an advertisement.

#### ३८. अभियन्ता (Engineer)

1. I am a B.E. (Electrical) from the Poona University.
2. I have worked as an apprentice engineer for 6 years with Hindustan Electric Company.
3. I am familiar with all types of power generation equipment.
4. My hobby is to design and make various small electrical gadgets for everyday use in the house.



**३६. विज्ञापन मैनेजर (Advertisement Manager)**

1. I have personal contacts with all major advertising agencies in Delhi.
2. I also know many major advertisers.
3. I have experience of organising and coordinating the activities of advertisement canvassers in the interest of a large advertisement revenue.
4. I have intimate knowledge of block-making, offset printing and various other production techniques.

**४०. शॉप ऐसिस्टेंट (Shop Assistant)**

1. I have passed the Higher Secondary Examination.
2. I can converse in Hindi as well as English.
3. I have a pleasing personality.
4. I like being direct contact with people and am confident that I can be successful at the counter of any commercial establishment.

**४१. प्रूफ-रीडर (Proof-reader)**

1. I have a sound knowledge of English and am very good at spelling.
2. I know all the signs of proof-reading and can read proofs without missing any mistakes.
3. I have read proofs at home for the New Book Publishing Company on an assignment basis.
4. I am conversant with various type faces and lay-outs for magazines and book pages.



## इंटरव्यू के लिए बुलावा (Call for Interview)

प्रारंभ में आवेदनपत्र मिलने की तिथि, समय आदि का व्योरा है :

1. Mr. Pravin Kumar, our General Manager, has asked me to acknowledge your application for the post of Publicity Officer, and to ask you to come and see him and Mr. Arun Shastri, our Marketing Manager, on Saturday, 12th December, at 11 o'clock in the morning.
2. With reference to your application for the post of Private Secretary to our General Manager, you are requested to call on the undersigned on Monday the 24th during working hours.
3. In connection with your inquiry about the post of Marketing Manager in our organisation it would be nice if you could call on the undersigned to discuss matters some time next Tuesday.
4. In reply to your application for the post of a typist you are requested to present yourself for an interview and test on July 5, 1977 at 3 o'clock in the afternoon.

अंत में प्रमाणपत्र आदि की आवश्यकता हो तो बताएं :

5. Please bring original testimonials and some specimens of your work with you.
6. Kindly bring copies of relevant certificates.
7. Please bring with you attested copies of testimonials and a character certificate.

## संदर्भ मांगने वाले पत्र (Letters Taking up References)

प्रारंभ :

1. Mr. Kamal Kishore has applied to us for the position of Superintendent and we should be grateful if you could give us your opinion about his character and abilities.
2. Mr. Nand Lal of your office has applied for a post of Stenographer in this office and has referred you for information on his character and ability.
3. Mr. Kamalakar Shastri has given us your name, in his application for the post of Junior Assistant, for reference regarding his character and abilities.

अंत :

4. I shall be most grateful for any information you give me.
5. Please accept in advance my thanks for any help you can give us.
6. We shall treat as strictly confidential any information you are kind enough to give us.



**संदर्भ मांगने वाले पत्रों के उत्तर**  
**(Replies to Reference Inquiries)**

**प्रारंभ :**

1. I am pleased to avail this opportunity to speak in support of Mr. Sushil Chandra who has applied for a position in your firm.
2. In reply to your inquiry concerning Mr. Arun Mehta I am pleased to say that he has been employed with me for the past three years.
3. In response to your inquiry about Mr. Madan Mohan we are pleased to state that we have always found him to be trustworthy and reliable.
4. I find it difficult to answer your inquiry about Mr. Krishna Chandra, as he is though a very reliable person, I cannot conscientiously recommend him for the vacancy you mention.
5. In response to your enquiry I wish to state that an Anil Kumar is a man of high morals and integrity.

**अंत :**

6. I can recommend him to you with every confidence.
7. We hope that Mr. Anil Kumar meets with the success we feel he deserves.
8. I shall be sorry to lose his services, but realize that his abilities demand wider scope than I can provide him.
9. I consider him suitable for the post and strongly recommend his case.



## **नियुक्ति के पत्र** **(Appointment Letters)**

**प्रारंभ :**

1. Following your interview last Monday I am writing to offer you the position of Sales Engineer.
2. With reference to your interview last Tuesday with our Managing Director I am pleased to offer you the position of Publicity Officer.
3. Referring your call on me on 3rd May, I am pleased to offer you the post of Personal Assistant.
4. I am writing to confirm the offer we made to you when you called on us Monday last.
5. I am pleased to inform you of your success and selection for the post of Assistant Manager in our Organisation.

**अंत :**

6. Please confirm immediately your acceptance to this appointment on the terms stated and let us know if you can commence your duties from the 1st of the next month ?
7. Should you decide to accept the appointment, please attend the office at 10.00 A.M. on Monday and report to Mr. Prem Kumar.
8. Kindly confirm your acceptance of this offer immediately.
9. Please acknowledge and confirm your acceptance to our offer.



## नौकरी से हटाने के पत्र (Letters Terminating Employment)

प्रारंभ :

1. I very much regret informing you that as a result of recognition of this office, your position here becomes redundant.
2. It is with much regretted that in view of the drastic cut in our staff that has been forced on us by the recent recession we shall no longer be able to keep you in employment.
3. I am very sorry to say that we find it necessary to close down this branch office and have to ask you to look elsewhere for employment.
4. We are sorry to inform you of the termination of your services with effect from the 1st of next month.
5. We are regretful that we shall no longer be able to avail of your good services from the next month.
6. It is a matter of great regret to us to terminate your services with immediate effect.

अंत :

7. I hope you will soon settle in some good post and extend my best wishes.
8. We have been well satisfied with your services and hope you will soon find another suitable position.
9. We are sorry that circumstances make it necessary for us to ask you to leave us.
10. We thank you for the services you have rendered us and wish you success for the future.
11. We shall see if the conditions improve and we can call you back.
12. We wish you all success for the future.



तीसरा अनुभाग  
SECTION-III

व्यावसायिक पत्र  
Business Letters







## व्यावसायिक पत्र-व्यवहार के मूलभूत गुण

किसी भी कंपनी का अपने ग्राहकों के साथ संपर्क रखने का प्रमुख साधन व्यावसायिक पत्र-व्यवहार होता है—और कभी-कभी तो एकमात्र साधन. उद्योग-धंधे में कवि की काव्यमय शैली का प्रयोजन नहीं होता, आवश्यकता होती है इस बात की कि जो कहना है, वही सरल शब्दों में कहा जाय, और उसे समझने में किसी भी प्रकार की कठिनाई न हो.

अच्छे व्यावसायिक पत्र-व्यवहार की कुंजी है सरल और स्वाभाविक भाषा का प्रयोग—जैसे एक मित्र दूसरे मित्र को लिखता हो. इसलिए आपके पत्र अच्छे वार्तालाप जैसे होने चाहियें. आप टेलीफोन पर ऐसा तो नहीं कहेंगे कि “It is regretted that the goods cannot be delivered today.” आप कहेंगे—“I am sorry we cannot deliver the goods today.” तो फिर पत्र भी इसी शैली में क्यों न लिखे जायें ?

अच्छे लेखन के कुछ नियम :

अच्छे व्यावसायिक पत्र-व्यवहार के कुछ मोटे नियम हम आपके लिये यहां दे रहे हैं, वे हैं :

१. लिखते समय पत्र-पाठक का खयाल रखिये. उसको जिस जानकारी की आवश्यकता है वह स्पष्ट शब्दों में दीजिये जिससे उसे अंदाजा लगाने का प्रयास न करना पड़े.

२. पत्र में प्रसंग के अनुकूल रुख अपनाइये.

३. जैसा आप बोलते हैं वैसा ही लिखिये—सरल और आम बोलचाल की भाषा में.

४. स्पष्ट और निश्चित लिखिये. व्यावसायिक पत्र में किसी भी प्रकार की संदिग्धता कभी नहीं आनी चाहिए.

५. नम्रता से, मैत्रीपूर्ण भाव से और सच्चाई से लिखिये.

६. शब्दों का जाल न फैलाइये. लेकिन स्पष्टता और नम्रता के लिए अधिक शब्दों की आवश्यकता हो तो अधिक विस्तारपूर्वक लिखने से न हिचकिचायें.

७. घिसी पिटी व्यावसायिक परिभाषा टालिए.

८. प्रभावशाली पद्धति से लिखिये—सरल और यथार्थ शब्दों के प्रयोग द्वारा.

९. monotony टालिये—बिबिधता लाइये.

१०. अगर पत्र लंबा या विशेष महत्वपूर्ण है तो सुनियोजित ढांचे के अनुसार लिखिये.

११. प्रारंभिक और अंतिम परिच्छेद का विशेष ध्यान रखिये—उनसे वाचक विशेष प्रभावित होता है.

१२. पत्र का एक बार फिर देखिये.



ये सब नियम महत्व के होने के कारण अब हम उनकी विस्तार से चर्चा करेंगे :

१. वाचक की आवश्यकता का खयाल रखिये.

अगर आपके पत्र का अच्छा प्रभाव पड़ता है तो वह पढ़कर वाचक को कैसा लगेगा इसकी पहले से कल्पना कीजिये, अपने आपसे सवाल पूछिये—“इसकी आवश्यकता क्या है ? इसकी समस्या क्या है ? मैं इसका क्या समाधान कर सकता हूँ ?” ऐसी कल्पना कीजिए कि आप पत्र भेज नहीं रहे हैं बल्कि आया हुआ पत्र पढ़ रहे हैं.

२. सही रुख अपनाइये.

पत्र का जैसा उद्देश्य हो वंसा ही रुख होना चाहिये. पत्र लिखने से पहले खुद से पूछिये—“मेरे इस पत्र का उद्देश्य क्या है ?” और फिर उसके अनुसार रुख अपनाइये—राजी कराने का, क्षमायाचना का, उपकृत करने का, खरी-खरी बात कहने का—जो भी हो.

३. स्वाभाविक ढंग से और सच्चाई से लिखिये.

न केवल दिल से लिखिए किंतु ऐसा लिखिए कि वाचक महसूस करने लगे कि यह पत्र दिल से लिखा गया है. अपने विचार अपनी ही भाषा में प्रकट कीजिए. ऐसा लिखिए कि यदि आपका पत्र टेलीफोन पर पढ़ा जाय तो अस्वाभाविक न लगे.

उदाहरण के लिए—

इसकी जगह

ऐसा लिखिए—

- |  |  |
|--|--|
| 1. I have pleasure in informing you.   | I am pleased to tell you (or, to say). |
| 2. Please be good enough to advise us. | Please tell (or, inform) us.           |

४. स्पष्ट और यथार्थ लिखिए.

क्या कहना है यह पहले स्पष्ट रूप से सोच लीजिये, और फिर वह सरल और सुगम शब्दों में लिखिए. ऐसे, जैसे आप पत्र-वाचक के साथ बातचीत करते हों. वाक्य छोटे रखिए, however consequently इ. जैसे घिसे पिटे शब्दों के सहारे उनको लंबे मत बनाइये.

५. नम्रता बरतिये.

नम्रता का मतलब यह नहीं कि आप your kind inquiry, your esteemed order इ. विलम्ब वाक्यांशों का प्रयोग करें. नम्रता का मतलब यह है कि आप पत्र-वाचक के साथ शराफत से पेश आ रहे हैं, ऐसा उसे विश्वास दिलाने वाली आपकी शैली होनी चाहिए. उसके मन का आदर कीजिए, और आप कभी गलती नहीं कर सकते ऐसा मत सूचित कीजिए. अगर उसका कहना गलत है अथवा आपको अस्वीकार है तो भी उसको बुरा न लगे, ऐसे ढंग से लिखिये.

६. शब्दों का जाल बिछाना टालिये.

शब्द कम और वाक्य छोटे रखिये. आजकल समय सबके पास कम होता है.



उदाहरण के लिए—

इसकी जगह

1. We express our regret at being unable to fulfil your order on this occasion with customary promptness.
2. Under active consideration
3. With reference to
4. In connection with

ऐसा लिखिये

We are sorry we cannot meet your present order immediately.

Being considered  
about  
for

ऐसे शब्दों का प्रयोग टालिए—

1. It is will be appreciated that.....
2. It should be noted that.....

७. व्यावसायिक क्षेत्र की घिसी पिटी परिभाषा टालिये.

यह परिभाषा कभी प्रचलित थी, लेकिन आधुनिक व्यावसायिक पत्र-व्यवहार में उसका स्थान नहीं है.

उदाहरण के लिए—

इसकी जगह

ऐसा लिखिये

प्रारंभ :

1. Adverting to your favour
2. We beg to acknowledge
3. Your esteemed favour to hand

Referring to your letter  
We have received  
We have received your letter

अंत :

4. The favour of your early reply will oblige

We would be glad to hear from you soon.

अन्त्य :

5. At your earliest convenience
6. Enclosed please find
7. Only too pleased to
8. Take into consideration
9. Your good self
10. Under separate cover

As soon as you can  
I enclose  
Very glad to  
Consider  
You  
Separately

कुछ पुराने अंतिम वाक्यांश अब प्रयोग नहीं होते. इन्हें टालिए. उदाहरणार्थ—

1. Assuring you of our best attention at all times.
2. Awaiting the favour of your early reply.



८. प्रभावशाली ढंग से लिखिये.

व्यावसायिक पत्र की शैली सादा होनी चाहिये. शब्द सादे और परिचित हों. बड़े शब्दों की जगह छोटे से काम चलाना हो तो छोटे ही लिखिये.

उदाहरण के लिये—

इसकी जगह

ऐसा लिखिये

- |   |                                    |
|---|------------------------------------|
| 1. Communication                            | Letter                             |
| 2. Terminate                                | end                                |
| 3. Will you be good enough to               | Please                             |
| 4. In the near future                       | Soon                               |
| 5. We will execute your order expeditiously | We will fulfil your order promptly |
| 6. It gives me much pleasure                | I am pleased                       |

यथाथं लिखिए. संदिग्ध शब्द प्रयोग न करें. उदाहरणार्थ, “We beg to acknowledge receipt of your favour” की जगह लिखिए —“Thank you for your inquiry/quotation.....”

९. Monotony टालिये

छोटे-बड़े वाक्य साथ-साथ रख कर, बीच-बीच में वाक्य-रचना का ढंग बदल कर, और भिन्न-भिन्न समानार्थक शब्दों का चयन कर पत्र में विविधता लाइये.

उदाहरण के लिए—

कभी ऐसा लिखिए

तो कभी ऐसा

- |  |  |
|--|--|
| 1. Please let me know at once should you be unable to deliver the goods. | Should you be unable to deliver the goods, please let me know at once. |
| 2. We noted with surprise the contents of your letter                    | It was with surprise that we noted the contents of your letter.        |

१०. पत्र का ढांचा सोच कर रखिए.

बहुत सारे व्यावसायिक पत्र छोटे और ‘स्टीन’ किस्म के होते हैं. लेकिन कुछ पत्रों का ढांचा पहले से सोचकर रखना आवश्यक होता है. उदाहरण के लिए, अगर किसी सप्लायर ने आपकी निश्चित अवधि के अंदर माल सप्लाई नहीं किया तो आपकी शिकायत का ढांचा इस प्रकार होना चाहिए—

- पहले परिच्छेद में पत्र-वाचक के वायदे का उल्लेख.
- वायदा पूरा नहीं हुआ, यह कथन.
- वायदा पूरा न होने पर हुई असुविधा का निर्देश.
- वायदा अधिक देर न लगाते हुए पूरा करने का अनुरोध.



११. पहले और आखिरी प्रभाव का ध्यान रखिए.

A. प्रथम परिच्छेद.

पुराना ढंग छोड़ दीजिए. उदाहरणार्थ, In reply (with reference) to your letter की जगह I was glad to receive your letter लिखिए.

B. आखिरी परिच्छेद.

कोई छोटा सा मित्रतापूर्ण आश्वासन देने वाला वाक्य आमतौर पर काफी है. उदाहरणार्थ, We shall deal promptly with any orders you place with us. Thanking you in anticipation इ. लिखने का पुराना ढंग छोड़ दीजिए.

उदाहरण के लिए—

इसकी जगह

ऐसा लिखिए

- |  |  |
|--|--|
| 1. Hoping to hear from you soon.           | I (we) hope to hear from you soon.     |
| 2. Trusting this meets with your approval. | I (we) trust you will approve of this. |

१२. अंतिम नज़र.

हस्ताक्षर करने से पहले एक बार पत्र को देखिए—

- A. क्या पत्र देखने में सुव्यवस्थित और आकर्षक लगता है ?
- B. हिज्जे की या विराम-चिन्ह की कहीं गलती तो नहीं ?
- C. क्या पत्र का आशय सरल, स्पष्ट है ?
- D. क्या पत्र स्वाभाविक और सच्चाई से लिखा लगता है ?
- E. क्या पत्र पाठक की आवश्यकता पूरी करता है ?
- F. क्या ऐसा पत्र पाना मुझे अच्छा लगता है ?

अगर इन प्रश्नों का उत्तर 'हां' है तो आपका पत्र अब डाक में भेजने लायक बन गया है.







## व्यावसायिक पत्र का ढांचा

पत्र के भाग

व्यावसायिक पत्र के सात प्रमुख भाग होते हैं :

१. लेटर-हेड

२. तारीख

३. अंदर का नाम और पता

४. संबोधन

५. लेटर-हेड

५. मूल पाठ

६. सौजन्यपूर्ण अंत,

७. प्रेषक के हस्ताक्षर व पद.

आजकल सब कंपनियों के छपे हुए लेटरहेड होते हैं. आपका भी होगा. लेटरहेड कंपनी के व्यक्तित्व का सूचक है. उनसे पत्र के पाठक पर उस कंपनी का अच्छा अथवा बुरा प्रभाव पड़ता है. इसलिए कई कंपनियां विशेष ढंग के आकर्षक लेटरहेड बनवा लेती हैं. आजकल कई शैलियों में लेटरहेड बनते हैं, लेकिन शैलियां भिन्न-भिन्न होते हुए भी सबमें समान जानकारी दी जाती है, जो इस प्रकार हैं—फर्म का नाम और पता, फोन नंबर, साधारणतया सर्वोच्च अधिकारी का नाम और उसका पद, साथ ही यदि कंपनी के नाम से व्यवसाय सूचित न होता हो तो व्यवसाय के स्वरूप का विवरण भी दिया जाता है.

२. तिथि

तिथि हमेशा दिन, माह और साल के क्रम में पूर्ण ढंग से लिखिए, जैसे—

18th November 1977

आंकड़ों में तिथि देना (जैसे १८-११-७७) अच्छा नहीं समझा जाता.

३. अंदर का नाम और पता

औपचारिक पत्र में पाठक का नाम व पता ऊपर बायें कोने में लिखा जाता है. अर्ध-औपचारिक (D.O.) पत्र में वह पत्र के नीचे बायें कोने में लिखने की प्रथा है.

पत्र जिस अधिकारी को लिखना है उसका पद संपूर्ण पते के साथ लिखिये. उदाहरण के लिए—

The Marketing Manager,  
The Kumar Fan Company,  
Janpath,  
NEW DELHI-110001.

यदि पत्र किसी विशिष्ट अधिकारी के नाम से लिखना हो तो नाम के हिज्जे में गलती मत कीजिये. उदाहरण—नाम Samar Kumar हो तो Samir Kumar न लिखिए.



#### ४. अर्थ

व्यावसायिक पत्र का अर्थ साधारणतया Mr./Shri. या Mrs./Smt. होता है. यदि पाठक डाक्टर, प्रोफेसर या सैनिक अधिकारी है तो Mr. की जगह उनके पद या व्यवसाय के अनुरूप अक्षर लगते हैं.

उदाहरण के लिए—

Dr. J.D. Gupta

Prof. A.R. Raj

Col. B.S. Singh

कंपनी के मायने में Messrs लगता है, लेकिन तभी, जब उसके नाम में किसी व्यक्ति विशेष का नाम शामिल हो—जैसे, Messrs Mulkh Raj & Co.—अन्यथा नहीं.

अर्थ में ही यथायोग्य अभिवादन शब्द सम्मिलित होते हैं. व्यावसायिक पत्र में इसके लिए साधारणतया Dear Sir लिखा जाता है, अपरिचित पाठक के लिए यह पर्याप्त है, लेकिन परिचित पाठक के लिए Dear Mr./Shri... इस प्रकार अधिक मित्रतापूर्ण ढंग से लिखने की प्रथा आजकल चल पड़ी है.

#### ५. मूल पाठ

यह पत्र का मुख्य भाग है. वह लिखते समय किन बातों का ध्यान रखना चाहिए यह अध्याय 15 में विस्तार से दिया गया है.

#### ६. सौजन्यपूर्ण अंत

जैसा अर्थ हो वैसा अंत होना चाहिए. पत्र के लेखक व पाठक के बीच के संबंधों पर पत्र में लिखे जाने वाले अंत के शब्द निर्भर करते हैं. साधारणतया औपचारिक पद्धति में तथा अपरिचित व्यक्ति को Yours faithfully लिखा जाता है, और परिचित व्यक्ति को अधिक मित्रता में Yours sincerely लिखा जाता है. Yours faithfully की जगह Yours truly भी लिखते हैं, लेकिन इसका रिवाज अब कम हो गया है. Yours respectfully अब बिलकुल नहीं लिखा जाता.

अंत में हस्ताक्षर से पहले I am, I remain अथवा Thanking you इत्यादि वाक्यांश लिखने का पुराना रिवाज अब बंद हो गया है.

#### ७. हस्ताक्षर व पद

हस्ताक्षर के साथ उपाधि या पद कभी लिखा नहीं जाता. उदाहरणार्थ, Mr. D.R. Gupta या Prof. R.M. Sethi ऐसे हस्ताक्षर मत कीजिए. इस नियम का एक अपवाद है—पत्र लेखक अगर स्त्री है और अपरिचित व्यक्ति को पत्र लिख रही है तो अपने नाम के पहले कोष्ठक में (Mrs./Smt.) या (Miss) जोड़ती है.

अधिकांश हस्ताक्षर पढ़ना मुश्किल होता है. इसलिए हस्ताक्षर के नीचे लेखक का नाम कोष्ठक में टाइप करने की अच्छी पद्धति चल पड़ी है.

व्यावसायिक पत्र पर हस्ताक्षर के कुछ नमूने ;

A. कंपनी के वरिष्ठ अधिकारी के हस्ताक्षर :

Yours faithfully,

(हस्ताक्षर)

(टाइप किया हुआ नाम)

Secretary/General Manager



B. प्राइवेट सेक्रेटरी/निजी सचिव :

Yours faithfully,

(हस्ताक्षर)

(टाइप किया हुआ नाम)

Secretary to (अधिकारी का नाम/पद)

C. कनिष्ठ कर्मचारी :

Yours faithfully,

for Sales Manager

(हस्ताक्षर)

ध्यान में रखने लायक अन्य विषय

१. रेफरेन्स/संदर्भ

कई लेटरहेड में संदर्भ संख्या के लिए खास जगह छपी हुई होती है, जैसे—

Your ref :

Our ref :

लेकिन अगर यह नहीं है तो तारीख की पंक्ति में बायें तरफ रेफरेन्स नंबर लिखना अच्छा होता है, जैसे—

Ref. No. 14/Inf.-2-D/77

18th November 1977

लेटरहेड में संदर्भ की गुंजायश न हो तो उत्तर के पहले परिच्छेद में उसका जिक्र किया जा सकता है. उदाहरण के लिए —

Dear Sir,

Thank you for your letter No. 14/Inf.- -D/77 of 18th November.

२. विषय का शीर्षक

विषय का शीर्षक देने से पत्र पाठक की कंपनी में संबंधित अधिकारी को पहुंचाना सरल हो जाता है. जो विशेष प्रसंगों पर विषय-शीर्षक अवश्य लिखना चाहिए—

A. जब पाठक ने अपने पहले के पत्र में शीर्षक लिखा हो, और

B. जब किसी एक विषय पर काफी पत्र-व्यवहार होने की संभावना हो.

यह शीर्षक अर्थ के नीचे कागज के मध्य में लिखा जाता है. जैसे—

Dear Sir,

Supply of printing paper

३. "ध्यानाकर्षण" शीर्षक

कंपनी के किसी विशिष्ट अधिकारी का ध्यान आकर्षित करना हो तो "For attention of" शीर्षक लिखा जाता है. विषय-शीर्षक के विपरीत यह शीर्षक पाठक के पते के नीचे किंतु अर्थ के ऊपर लिखा जाता है.



उदाहरण के लिए—

The General Manager,  
Northern Travel Service,  
Connaught Place,  
New Delhi-110 001

For the attention of Shri S. Kumar

Dear Sir,

4. Enclosure

पत्र के साथ enclosure हो तो उसका निर्देश अवश्य करना चाहिए, तथा उसका स्वरूप भी बताना चाहिए, यह संकेत हस्ताक्षर के नीचे बायें कोने में दिया जाता है, जैसे—

Encl : Printed Pamphlet.

५. जवाबी लिफाफा

साधारण उद्योग-धंधे में तो इसकी जरूरत होती नहीं, लेकिन जहां आप स्वयं किसी सूचना की याचना करते हैं तब जवाबी लिफाफा पत्र के साथ भेजना उचित व आवश्यक होता है.

६. लिफाफे पर पता लिखना

लिफाफे पर पता लिखते समय तीन महत्वपूर्ण बातों का ध्यान रखना चाहिए : यथार्थता, सुवाच्यता, और आकर्षकता—इसी क्रम में, नमूना :

The Managing Director,  
Ravindra Engineering Works,  
123, Mahatma Gandhi Road,  
Bombay-400 007.

The Managing, Director,  
Ravindra Engineering Works,  
123, Mahatma Gandhi Road,  
PUNE,  
Maharashtra.

१. पते की पहली पंक्ति को ऊपर से करीब डेढ़ इंच जगह छोड़कर लिखिए.
२. पाठक का नाम बिल्कुल सही लिखिए/टाइप करिए.
३. Road, Street इ. शब्दों का Rd., St., ऐसा संक्षिप्त रूप मत कीजिए.
४. शहर का नाम capital letters में लिखिए.
५. शहर का नाम विशेष परिचित न हो तो इसके नीचे राज्य का नाम लिखिए.
६. पिनकोड सालूम हो तो अवश्य लिखिए, और पिनकोड के साथ ऊपर बायें कोने में Q.M.S. ऐसे बड़े अक्षरों में लिखिए.

७. पत्र टाइप करने की शैली.

पत्र टाइप करने की दो शैलियां हैं. एक को Indented शैली कहते हैं, तथा दूसरी को Blocked शैली कहते हैं. Indented शैली में हरेक परिच्छेद का पहला शब्द कुछ जगह छोड़कर टाइप किया जाता है. Blocked शैली में जगह छोड़ी नहीं जाती, किंतु परिच्छेदों के बीच अधिक जगह छोड़ी जाती है.

साधारण पाठक को Indented शैली अच्छी लगती है. उसका हयाल है वह अधिक सुवाच्य है. Blocked शैली विशेषकर अमरीका में चल पड़ी है. कहा जाता है कि दिखने में यह शैली व्यवसाय-पत्र के अधिक अनुरूप है, और इस शैली में टाइपिस्ट का समय बचता है.



# 17

## व्यावसायिक पूछताछ (BUSINESS INQUIRIES)

व्यवसाय का प्रारंभ पूछताछ से होता है.

पूछताछ के स्टोन पत्र में आप अपनी आवश्यकतानुसार—कैंटेलॉग, सूची, कोटेशन, नमूने आदि के बारे में ही लिखें, अन्य कुछ नहीं.

व्यावसायिक पूछताछ करते समय निम्नलिखित बातों का विशेष ध्यान रहे.

१. जो आपको पूछना है उसी प्रश्न से आरंभ करें. ऐसा करने से आपको क्या चाहिए इसकी जानकारी पाठक को तुरंत हो जाती है.

२. आपका प्रश्न छोटा और 'टू बी पॉइंट' हो. जितना कहना हो उतना ही कहें और रुक जाय.\*

### फैक्ट्री से डीलर की पहली पूछताछ (संपूर्ण नमूना)

(Dealer's First Inquiry to Manufacturer about the Product)

Dear Sir,

We learn from your advertisement on television that you manufacture a variety of childrens' garments of terene, nylon and cotton.

We would like you to send us details of your various ranges, including sizes, colours and prices, and also samples of the different qualities of materials used.

We are prominent dealers of childrens' wear and are interested in expanding our present range and variety of stocks.

When replying, please state terms of payment and trade discount you would allow on large purchases.

Prices quoted should include delivery to above address.

Yours faithfully,

\* आगे कुछ न लिखें.



## उत्पादक को डीलर की पहली पूछताछ

### Dealer's First Inquiry to Manufacturer about the Product

प्रारंभ में उत्पादित चीज के बारे में लिखें :

1. We have come to know from your advertisement in the press that you manufacture a comprehensive range of domestic appliances.
2. We learn from your advertising campaign on the radio and T.V. that you make ready-made garments for children.
3. We have seen your display advertisement in the "Industrial Journal" and learn from it that you are one of the major manufacturers of machine tools.

अब उत्पादित माल का ब्योरा मांगें :

4. Could you kindly provide us particulars of these products, such as range, prices etc. and also send us samples ?
5. We would be happy to have more information about the product in respect of prices etc., and also to receive samples.
6. We are interested in knowing if you could send us details of the product, such as prices for different sizes, and some samples of the materials used in their manufacture.

प्रारंभ में शर्तें सम्मिलित भी की जा सकती हैं :

7. We understand that you are manufacturers of silk saris and would like to know whether you can supply us 100 silk saris at 15 days' notice.
8. We seen your advertisement in the press and shall be obliged if you will send us particulars of the new range of plastic goods that you have produced.
9. We would appreciate further information about your curd-making machine advertised on the T.V.

इसके बाद अपने बारे में जानकारी दें :

10. You will be interested to know that we are one of the largest dealers in these goods in this area and wish to expand our range of stocks.
11. For your information let us confirm that we are large-scale dealers of various domestic appliances and are interested in stocking the latest products.
12. We deal in all types of tools and are always interested in new products in this line.

अब व्यावसायिक शर्तों के बारे में पूछें :

13. Kindly also let us have your terms of trade including the best discount you can offer on large orders.
14. Please inform us on what terms you can make the supply.
15. We would thank you to also state in your reply your terms of payment as well as trade discount.



16. We shall also welcome information on your terms of payment and discount you normally give on bulk purchases.

अंत में आपकी तरफ से कोई शर्त हों तो बता दें :

17. Prices quoted should include charges for delivery to above address.
18. We shall require delivery of the materials at our plant.
19. Payment of goods received is made through our bankers.

अंत इस तरह का भी हो सकता है :

20. We look forward to hearing from you within the next few days.
21. As the matter is urgent we would appreciate an early reply.
22. If you can supply goods of the type and quality required, we may place regular orders for large quantities.
23. We could enter into a permanent business relationship if the quality of the goods supplied is to our satisfaction.

विज्ञापित माल के बारे में पूछताछ

### Enquiry about Advertised goods

प्रारंभ में विज्ञापन की सूचना :

1. We have seen the advertisement of your ball-point pen on the T.V.
2. We have read the advertisement of your new range of kitchen equipment in a recent issue of the Hindustan Times.
3. We have recently seen a short advertisement film that you have produced on your new cosmetics.
4. We feel interested in your new hairtonic after learning of its details from your Radio advertisement.

विज्ञापन की प्रतिक्रिया :

5. The advertisement, however, does not give sufficient information.
6. Although the advertisement gives the price, other details about the product are lacking in it.
7. The advertisement, however, is too brief to give much information about the product.
8. A radio advertisement, however, cannot give an idea of the colour and shape of the product.
9. A newspaper advertisement, however, gives only a rough idea of the colour and shape of the product.

अधिक जानकारी का अनुरोध :

10. We would, therefore, appreciate further details.
11. So please send full information.
12. So please let us have any printed literature that you have on the product.
13. We would, therefore, request you to supply us your catalogue, price list and printed publicity material on the product.



14. Please send us your entire product literature.
15. Please send us details regarding your range of products, production capacity, prices, delivery schedule etc.

अंत :

16. Samples would be particularly welcome.
17. Could you also arrange a demonstration of the product ?
18. We would also appreciate a call by your representative.
19. We look forward to a call in person to discuss the business projects of your product range.

संक्षेप में अनुरोध :

20. We have seen your advertisement in the Illustrated Weekly of India and shall be obliged if you will send us particulars of the handy TV repair kit you have advertised.
21. We would appreciate further information about your new cooking table advertised in "Eve's Weekly".
22. Please rush complete details of the office furniture, you advertised for in the recent issue of "Femina".

कैटेलाॅग के लिए पत्र

### **Request for catalogues, price lists and samples**

प्रारंभ :

1. I have one of your executive tables in the office of a local firm and they have recommended you as makers of quality office furniture.
2. I have a large domestic appliances retail business and am interested in the electric ovens that you are now advertising on the T.V.
3. A friend of mine has recently bought from you an electric shaver, which I have liked very much.
4. Your firm has been recommended to us by Messrs Kala Mandal Centre, with whom we have done business for many years.
5. The other day I saw the pocket radio that you have recently introduced in the market.
6. We shall be grateful if you send us samples and prices of your new range of shirting material.
7. We are interested in your fancy table cloths and would appreciate if you send us your catalogue and price list.
8. We have seen your advertisement on TV and would be pleased to receive your catalogue for the new ball pens you have recently introduced.
9. We have received an inquiry for hand painted neckties and would be obliged if you could send your price-list etc.
10. Your advertisement for the multi-meter interests us, and we shall be obliged if you could send us complete details of the product at your earliest.



काम की बात :

11. I am particularly interested in furniture suitable for a small office.
12. We are particularly interested in art material of use to commercial artists.
13. I need a similar machine, but a smaller one.
14. With our sales organisation we estimate to give you a substantial sales turn over.
15. Being in touch with foreign buyers, we could introduce your products in export markets, too.

अंत :

16. So, could you please send me a copy of your catalogue and price list for your portable transistor sets and any descriptive leaflets that I could give to prospective customers ?
17. Please, therefore, send me a copy of your illustrated catalogue.
18. So please send me a copy of your catalogue and any other information that may help me to make the best choice for my purpose.
19. So please let me have your latest price list along with your catalogue.
20. We await your information with interest.
21. We should appreciate an early reply.
22. When replying, please specify your deliver schedule.
23. Please say if you are in a position to supply the goods from stock, as they are needed urgently.
24. We shall be particularly interested if you could offer discounts on bulk purchases.

‘कोटेशन’ के लिए पत्र

### Calling for Quotations

प्रारंभ में अपने व्यवसाय की जानकारी दें :

1. We have recently started manufacturing transistor radio sets and would be needing bulk supplies of dry batteries.
2. We are large-scale fabricators of childrens' garments and now propose to diversify into mens' wear.
3. I shall be shortly opening a large crockery store to stock a wide range of china and glass ware.
4. We are whole-sale dealers of all types of cotton fabrics.
5. We undertake door-to-door sales of small consumer products.

अब पाठक के व्यवसाय के बारे में लिखें :

6. Your representative, who called on us the other day, showed us a sample of dry battery you have produced.
7. We are aware that you manufacture a range of mens' shirtings and suitings that might meet our requirements.



8. As you are a major manufacturer of glass-ware and crockery in the region we would like to receive our stocks from you.
9. We shall be glad to include your products in our present range.
10. The new soap developed by you could be a quite saleable item in our list of products.

अपनी आवश्यकता की जानकारी दें :

11. If the quality of your dry battery is good and the price reasonable, we may place large orders with you.
12. We therefore propose to place a trial order with you.
13. We could, to start with, stock Rs. 50,000 worth of your goods.

अंत में कोटेशन भेजने का अनुरोध करें :

14. So please let us have your quotation for 10,000 dry batteries, to be delivered over a period of one year.
15. We therefore look forward to your quotation for the bulk supply of this item along with the terms and time of delivery.
16. So please send us your quotation for the following items of crockery.
17. You are therefore requested to send us your quotation for the bulk supply of this raw material along with your terms and conditions.
18. Please let us have your best and confirmed offers, valid for two months, along with your delivery schedule.

संक्षेप में इस प्रकार अनुरोध किया जा सकता है :

19. Please quote for the supply of 100 cases of textile that you manufacture' along with delivery time and other details.
20. Will you please send me a quotation for the supply of 100 metres of the terene shirting material in which you deal ?
21. We are writing to invite quotations for the supply of 100 pairs of nylon socks and request you to reply by return of post.
22. Please send us samples and quote your lowest prices for the curtain material in which you deal.

अंत में :

23. A prompt reply would be appreciated.
24. We hope your quotation is favourable enough to start a continuing business relationship.
25. All quotation will be compared at 3 P.M. on 21st of December.
26. As the matter is urgent we would like to have the information by the end of this week.
27. If you can give us a really competitive quotation, we wanted to place a large order.
28. If your prices compare favourably with those of other suppliers we shall send you an order.



कच्चे माल की सप्लाई की पूछताछ :

### **Enquiry about raw material Supply**

प्रारंभ में अपने व्यवसाय की जानकारी दें :

1. We are large-scale distributors of plastic crockery and now propose to undertake manufacture of a variety of plastic goods.
2. We are Northern India's leading steel utensils makers and import steel sheets from West Germany for our purpose.
3. We are a manufacturer of synthetic cloth of various types and require large quantities of nylon and terene yarn for the purpose.
4. We have recently started the manufacture of small rubber items for which we shall be requiring bulk supplies of raw rubber.
5. We are at present engaged in manufacture of mens' wear as such, regularly require, different qualities and designs of fabrics.

सप्लाई की पूछताछ :

6. We are, therefore, interested in knowing if you can make available extruded raw plastic to meet our requirements, which are as follows...
7. As we are now seriously thinking of import substitution, we would like to know if you can meet our requirements of steel sheets, specifications of which are as under...
8. So please let us know if you have the capacity to supply us such yarn to the required extent.
9. Please let us know if you can wholly or partly meet our requirements, the details of which are as below.
10. We, therefore, request you to let us have samples of your production range with supply capacity.

अंत में :

11. On hearing from you in the affirmative we shall give the details of our requirements and other particulars.
12. In case you are in a position to meet our requirements please let us know your terms and conditions regarding prices, trade discount, delivery schedule etc.
13. On hearing from you we can enter into detailed negotiations regarding prices, discount, period of delivery and such other matters.
14. Please rush the required details at your earliest.

सर्वसाधारण पूछताछ :

### **General Inquiries**

प्रारंभ :

1. Please inform us on what terms you can supply us 100 boxes of full size nylon socks.



2. We understand that you are dealers in electrical goods and would like to know whether you can supply 100 tube lights immediately.
3. We are told that you manufacture stainless steel utensils and wish to know whether you can supply us 100 Thalís from ready stocks.

अंत :

4. We look forward to hearing from you within the next few days.
5. As the matter is urgent we shall appreciate an early reply.
6. If you can supply goods of the type and quality required, we may place regular orders for large quantities.



## व्यावसायिक पूछताछ के उत्तर (BUSINESS REPLIES)

व्यावसायिक पूछताछ का उत्तर भेजते समय यह स्मरण रहे कि पत्र ऐसी भाषा में लिखा हो कि गुरंत सीदा न हो सकने की संभावना रहते हुए भी सद्भावना के संबंध प्रस्थापित हो जायें। अगर पूछताछ पुराने ग्राहक ने की है तो उसके समय सहकार्य को सराहें, अगर वह नये ग्राहक ने की है तो हर्ष व्यक्त करें और उस पूछताछ के परिणामस्वरूप एक नया और दोनों के लिए लाभदायक सिद्ध होने वाला व्यावसायिक संबंध प्रस्थापित होने की आशा व्यक्त करें :

### प्रारंभिक पूछताछ का उत्तर (संपूर्ण नमूना) (Reply to 'First' Inquiry)

Dear Sirs,

We are pleased to receive your enquiry of 3rd December and herewith enclose our illustrated catalogue and price-list giving the details you have asked for.

We are also sending you by separate post a full range of samples. It is our firm belief that after inspecting them you will agree that our goods are both, very good in quality and very reasonable in prices.

On regular purchases in quantities of not less than ten dozens per individual item we would allow you a trade discount of 30% and a special discount of 2% of the net price for payment within ten days from receipt of invoice.

Because of their multiple utility and elegant finish our jotter pens are rapidly becoming popular, and after studying our prices you will not be surprised to learn that we are finding it difficult to meet the demand.

But if you place your order before the month end we can guarantee delivery within two weeks of receipt of your confirmed order.

We also invite your attention to our other writing and drawing materials, details of which you will find in the catalogue.

We very much look forward to receiving your orders and further enquiries.

Thanking you,

Yours faithfully,



**प्रारंभिक पूछताछ का उत्तर :**

**Reply to 'First' Inquiry**

**प्रारंभ में पूछताछ पर हर्ष व्यक्त करें :**

1. Thank you for your letter of 23rd May inquiring about our appliance range.
2. We were pleased to receive your inquiry of 14th April for the dress material that we have recently introduced.
3. We are pleased to learn from your letter of 30th October, 1977 that you are interested in our plastic crockery.
4. We are thankful to you for your inquiry of November 10, and the interest you have shown in our organisation.

**बीच में माल तथा अन्य शर्तों की जानकारी दें.**

**अंत में व्यावसायिक संबंध प्रस्थापित होने की आशा प्रकट करें :**

5. We shall be pleased to send you any further information you may need.
6. We hope you will be able to place an order with us.
7. We shall deal promptly with any order you send us.
8. Any orders you may place with us will have our prompt and careful attention.
9. Your orders can be met with immediately from stock.
10. We have enough stock to be able to comply with your orders immediately.
11. We have the items in stock and can deliver as soon as we receive your order.
12. We are confident that you will be satisfied with the quality of our goods.
13. We assure you of our fullest cooperation in future, too.

**कैटलॉग के लिए अनुरोध का उत्तर :**

**Reply to Request for Catalogue**

**प्रारंभ में पत्र मिलने पर प्रसन्नता व्यक्त कर :**

1. We were very happy to receive your letter answering our advertisement for mixers.
2. Thank you for your enquiry of 15th November.
3. As very kindly requested in your letter of 10th September.....
4. In response to your kind letter of inquiry dated 4th January ..
5. We are obliged for your inquiry of 3rd July.

**अनुरोध की पूर्ति करें :**

6. In accordance with your request we enclose a copy of our illustrated catalogue.



7. Please find enclosed the catalogue for our domestic appliances.
8. I take pleasure in enclosing a catalogue and current price list of our mixers as per your kind request.
9. We are enclosing a few photographs and arranging to send you by separate post some of our samples to give you an idea of our range of products.
10. The enclosed catalogue will give you the entire details of our products.

ऊपर की दोनों बातें संक्षेप में इस तरह लिखी जा सकती हैं :

11. We have pleasure in enclosing a copy of our illustrated catalogue/latest price list asked for in your letter of 23rd May.
12. We are pleased to receive your inquiry of 13th December and enclose our catalogue.
13. Many thanks for your letter of 5th April. As requested, we enclose our price list.
14. In reply to your inquiry, we are sending you by separate post both our catalogue and price list.
15. Samples of our range of shirting material, for which you have asked in your letter of 15th March, are being sent to you today.

कॅटेलॉग का ब्योरा दें :

16. We feel, you may be particularly interested in our No. 3 mixer. This is our newest and the most economical model.
17. You will find particulars of our terms printed on the back-cover of the catalogue.
18. The catalogue will give you particulars of the item you have asked for.
19. You will find particulars of the electric kettle you want on page 10 of the catalogue, as also a pictorial presentation.

उत्पादनों का ब्योरा दें :

20. Without any increase in fuel consumption it gives out 15% more heat than earlier models.
21. We feel the item illustrated on page 4 of the catalogue would suit your propose very well.
22. All our current models are shock-proof, efficient in operation and more economical in fuel consumption.
23. You can see from the illustrated catalogues that all our new models are given in an elegant case.
24. In case you want a smaller size, there are many suitable ones listed on page 12 of the catalogue.

अंत में सौदा होने की आशा व्यक्त करें :

25. We look forward to a trial order, from which you could judge the high quality of our goods.



26. In case you desire a demonstration before placing an order, we shall be happy to receive you at our show-room any afternoon.
27. We have this and several other similar items in stock and would be happy to show them to you if you can call on us.
28. We do hope our catalogue and price list would enable you to place orders and establish trade relations with us.
29. I hope the samples will reach you safely and in time. We look forward to your valued order.
30. We hope to hear from you very soon.
31. We look forward to hearing from you again.
32. We hope you will take full advantage of our offer.
33. We are allowing special terms to customers who place orders before the end of the current month.

विज्ञापित माल से संबंधित पूछताछ के उत्तर :

### Reply to Enquiry about Advertised Goods

प्रारंभ में विज्ञापन पढ़ने की/सुनने की/देखने की सूचना पर प्रसन्नता व्यक्त करें :

1. We are happy to learn that you have noticed our advertisement in today's papers.
2. It is pleasure to know that you listen to our radio programme in the commercial service of Vividh Bharati.
3. We are pleased to hear from you that you have seen and taken interest in our advertisement on the TV.
4. It was nice to know that you have seen our short film on our latest product.

अधिक जानकारी प्रस्तुत करें :

5. As the advertisement was necessarily very brief we send you a printed folder giving detailed information about our new line of products and their prices.
6. We hope that literature herewith enclosed would give you all the information you require about the product.
7. We are confident that the enclosed illustrated catalogue and price list would fill you up on the details of our products that we could not include in the advertisement.

माल का व्योरा दें :

8. As you will see from the catalogue, the advertised item will suit your requirement perfectly.
9. As the catalogue will indicate to you, manufacture this popular product in a variety of sizes and colours.
10. You will see from the folder that in addition to the advertised item we have many other products you could profitably stock.



अंत में आर्डर मिलने की आशा व्यक्त करें :

11. Now that you have the required particulars of the product, may we expect a trial order ?
12. May we now hope that you will place an early order for the goods about which you have inquired ?
13. A trial order is now very much solicited.
14. We now expect that our information about the high quality of our product and our attractive trade terms would encourage you to stock this fast-selling item in your stores.
15. If you still want more information before placing an order, our representative would be happy to call on you at your convenience.

कोटेशन भेजने का पत्र

### Replies to Requests for Quotations

प्रारंभ :

1. We thank you for your inquiry of 3rd August, and are pleased to quote as follows :
2. With reference to your inquiry of 5th November, we shall be glad to supply 100 pairs of nylon socks at the price of Rs. 7/- per pair.
3. In response to your letter of yesterday we are happy to send you the following quotation for the goods in which you have shown interest.
4. The prices of all items required by you are as given below.
5. We are submitting for approval our rates for all the items required by you.

अंत :

6. We trust you will find our quotations satisfactory and look forward to receiving your order.
7. Please let us know by return of post if we may book your order at the prices quoted.
8. As our stocks of these goods are limited we strongly recommend you to take advantage of this exceptional opportunity.
9. As the prices quoted are exceptionally low and likely to rise, we would advise you to place your order without delay.
10. —e look forward to your approval of our rates and your trial order, too.

सामान्य पूछताछ के उत्तर

### Replies to General Inquiries

प्रारंभ :

1. We are pleased to receive your inquiry of 3rd January for our new electric irons.
2. We are gratified to learn from your letter of 7th March that you are interested in our food products.



3. We are happy to see that you are interested in our products and would like to know more about them.
4. It is a pleasure to know that you are interested in stocking our entire range of products.
5. We thank you for the interest you have expressed in our products.

अंत :

6. We shall be glad to send you any further information you may require.
7. We hope you will be able to place an order with us.
8. We shall deal promptly with any order you send us.
9. Any order you may like to place with us can be met with immediately from ready stock.
10. We have the item in stock and can deliver as soon as we receive your order.
11. We are confident that you will be satisfied with the quality of our goods.
12. We assure you of the earliest possible delivery and the best of quality.
13. We assure you of our fullest cooperation in conducting business with us.



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### सद्भावना-वर्धक व्यावसायिक पत्र (BUSINESS LETTERS PROMOTING GOODWILL)

व्यावसायिक पत्रों की एक बहुत महत्वपूर्ण उद्दिष्ट होती है सद्भावना बढ़ाना। ऐसे पत्र केवल अवसर विशेष पर ही नहीं बरन् प्रतिदिन लिखे जाते हैं।

सद्भावना-पत्र लिखते समय एक मोटी सी बात स्मरण रहे—आपके ग्राहकों को, उनके व्यावसायिक हितों की रक्षा के हेतु आप क्या कर सकते हैं, इसी में रुचि होती है। अतएव यह बात सदा सामने रखकर उनके दृष्टिकोण से पत्र लिखें :

ऐसे पत्र का रुख शिष्टतापूर्ण और स्नेहपूर्ण होना चाहिए। यदि आपके लिए पत्र में थोड़ा सा 'पर्सनल टच' देना संभव हो सके तो पत्र अधिक प्रभावशाली होगा।

### उत्पादक का सद्भावना-पत्र (संपूर्ण नमूना) (Manufacturer's Goodwill Letter)

Dear Sir,

Thank you so much for your letter of 3rd July. We are pleased to send you herewith the catalogue and price list you asked for. The catalogue is our latest, and we have spared no efforts to make it both attractive and informative.

May we suggest that the next time you are in Bombay, we should be given the opportunity to show you our factory, where you would see for yourself the high quality of materials and workmanship that go into our products.

It would also enable you to become acquainted with the latest in plastic goods and acquire interesting and useful information for your customers.

If we can be of service in any way, please feel free to let us know.

Yours faithfully,



## उत्पादक का सद्भावना-पत्र

### Manufacturer's Goodwill Letter

प्रारंभ में पाठक की पृष्ठताछ पर हृदय व्यक्त करें :

1. We are grateful to you for your letter of 10th May.
2. It was a pleasure for us to receive your letter of 5th August, 1977.
3. We are so pleased to have your letter of the 3rd.

अब जवाबी कार्यवाही की सूचना दें :

4. In accordance with your request we herewith send you our catalogue and price list.
5. Accordingly we have sent our catalogue and price list under separate cover.
6. This catalogue is our latest and we have tried to make it as attractive and informative as we can.
7. This is our latest price list and we hope it will show you how competitive our prices are.

अब कुछ सद्भावनापूर्ण तथा व्यवसायवर्धक सुझाव दें :

8. We very cordially invite you to visit our factory whenever you are in Bombay.
9. We do hope you can pay a visit to our factory so that we could show you our high-quality raw material and our excellent workmanship.
10. May we suggest that your visit to our plant would enable you to get acquainted with the latest trends in ready-made garments.
11. We sincerely feel that the information you can collect on a visit to our factory would prove interesting as well as useful for your clients.
12. A visit to our factory would definitely help you to understand better our way of working and the extraordinary features of our product.

अंत में अपने योग्य और कोई सेवा पूछें :

13. If there is anything more that we could do for you, please do not hesitate to say so.
14. Please tell us what else we can do for you.
15. In the end we would request you not to hesitate to say if there is anything more that you would like us to do for you.
16. Please let us know if we can be of any service to you.
17. We should be too pleased to be of any service to you.

### देर से प्रत्युत्तर का स्पष्टीकरण

#### Letter explaining late Reply

प्रारंभ में खेद जाहिर करें :

1. I am sorry we cannot send you immediately the catalogue and price-list for which you have asked in your letter of 12th May.



2. Please forgive us for not being in a position to send you immediately these samples you require.
3. I regret that there has been some inevitable delay in replying to your kind inquiry.
4. I beg to be excused for not giving a prompt response to your request for a demonstration.

विलंब का कारण स्पष्ट करें :

5. Supplies of our new catalogues are expected from the printers in two weeks time, and as soon as we receive them we will send you a copy.
6. The unfortunate delay was caused by my being away on tour for the past one week.
7. We have unexpectedly run out of stocks of samples, and as soon as they are replenished we shall be sending them to you.
8. Our technical representative, who gives the demonstration, was ill for the last one week, and hence we could not arrange an early demonstration for you.

अंत में क्षमायाचना व्यक्त करें :

9. I hope you will bear with us for this short period.
10. I do hope you will not mind this slight delay on our part.
11. I regret the inconvenience this delay may have caused you.
12. We request you to please bear with us for the time being.

अप्रिय जानकारी का पत्र

### Letter of unwelcome news

प्रारंभ में स्नेह प्रदर्शित करें :

1. It was good of you to let me see your manuscript on "Business Letter Writing".
2. Thank you indeed for the sample of your product that you sent us.
3. I am grateful to you for the sample "copy" that you prepared for the advertisement we want to release.
4. You were certainly prompt in despatching your catalogue and price-list in response to our enquiry.

प्रशंसा के साथ खेद व्यक्त करें :

5. I was impressed with the care with which you have written on the subject, and I would have certainly accepted it for publication had we not released a very similar book only last month.
6. The product is certainly nice, but unfortunately it does not meet our specifications.



7. The advertisement "copy" is certainly a very good effort, but this is not the type of advertising that we have in mind.
8. Your catalogue and price list are certainly very informative, but they indicate that your prices are not suitable for the market in which we operate.

अंत में खेद व्यक्त करें :

9. I am, therefore, most regretfully returning your manuscript.
10. I am sorry to have to disappoint you.
11. I am sorry I am not in a position to utilise your services this time.
12. I am really sorry we are not yet equipped to sell your fine product.



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### व्यावसायिक धन्यवाद के पत्र (BUSINESS LETTERS OF THANKS)

व्यवसाय में धन्यवाद के पत्र लिखने के अवसर बहुत आते हैं. वे हैं—

१. नये ग्राहक के पहले आर्डर पर.
२. पुराने ग्राहक के बड़े आर्डर पर अथवा सदैव ही आर्डर मिलते रहने पर.
३. तुरंत भुगतान पर, अथवा.
४. कोई व्यावसायिक सेवा अथवा सलाह मिलने पर.

ये पत्र छोटे भले ही हों, लेकिन उनमें आपकी कृतज्ञता की सच्चाई प्रतिबिंबित होनी चाहिए. पाठक को ऐसा प्रतीत होना चाहिए कि आप जो लिख रहे हैं वही सोच रहे हैं.

धन्यवाद के पत्र में किसी विशिष्ट व्यावसायिक बात का उल्लेख न करें, नहीं तो पाठक ऐसा सहस्रस करेगा कि आपका धन्यवाद केवल अधिक व्यवसाय प्राप्त करने का बहाना मात्र है.

### पहले आर्डर पर धन्यवाद का पत्र (संपूर्ण नमूना) (Letter of Thanks for First Order)

Dear Sir,

I trust you have already received our formal acknowledgement of the order you so kindly placed through your letter of 2nd August. Since this is your first order with us, I feel, I must write to tell you how happy we are to receive it. We very much appreciate the opportunity you have given us to supply the goods you need.

I hope our handling of this order will encourage you to do more business with us and thus lead to a happy and lasting association between us. We shall certainly do our best to make it so.

Yours faithfully,



पहले आर्डर पर धन्यवाद का पत्र

### Letter of Thanks for First Order

प्रारंभ में आर्डर मिलने पर धन्यवाद दें और हर्ष व्यक्त करें :

1. We Thank you most sincerely for your order and would be despatching the goods by Monday.
2. We acknowledge with thanks your order of 13th November, and herewith enclose our invoice No. 4321.
3. We are very happy to inform you that the goods you ordered on 5th March, 1977 have been sent to you today by passenger train.

अंत में ग्राहक को संतोष होने की आशा जाहिर करें :

4. We feel sure you will find these goods satisfactory in every way and perfectly suited to your needs.
5. We trust the goods will reach you safely and in good time and that you will be satisfied with the quality.
6. We hope to have further orders from you in future too.
7. We have been very happy to serve you and look forward to receiving your further orders.
8. We hope you will be well pleased with the goods and that we can establish a pleasant and lasting business connection with you.
9. We expect this order to be followed by many more.
10. May we hope that this order is the happy beginning of a pleasant and fruitful business relationship between us.
11. With this first order we look forward to an era of healthy business relations with you.

बड़े आर्डर पर धन्यवाद पत्र

### Letter of Thanks for Large Order

प्रारंभ में प्रसन्नता व्यक्त करें और धन्यवाद दें :

1. I wanted to write to you personally to say how very much we appreciate the unusually large order you placed with us yesterday and to thank you for your continued confidence in us.
2. This is just a personal note to say thank you for the large order you have so kindly placed with us as a mark of your confidence in us.
3. Thank you so much for your large order. We are so happy at this expression of your confidence in us.
4. We are thankful to you for such a substantial order and the trust you have maintained in us.

अच्छे संबंधों का आश्वासन दें :

5. We have always valued the happy working relationship that has existed over so many years between our two firms and shall do our best to maintain it.



6. Our business relationship with your firm has always been a matter of pleasure for us, and we shall do everything we can to strengthen it.
7. The firm friendship that has been established between our business houses is extremely valuable for us and we shall always do our best to preserve it.
8. We assure you of our fullest cooperation in maintaining the already established business relations between us.

अंत में फिर से प्रसन्नता व्यक्त करें अथवा धन्यवाद दें :

9. Believe me, it is a great pleasure to serve you.
10. Let me assure you that your confidence in us will always be respected and justified.
11. Thank you again for this fine expression of your continued trust in us.

अवलंब अदायगी के लिए धन्यवाद

### **Thanks for Prompt Settlement of Accounts**

प्रारंभ में प्रसन्नता व्यक्त करें और धन्यवाद दें :

1. I must write to you to say how much we appreciate the promptness with which you have settled your accounts with us during the past year.
2. This is just to give you our very sincere thanks for settling our bill so promptly.
3. Thank you so much for your promptness in settling our accounts during the past financial year.
4. We thank you for your prompt settlement of all our outstanding bills.

अदायगी के लाभों का जिक्र करें :

5. The prompt payment is especially appreciated because a number of the accounts were quite large sums.
6. Your payment has been of great help to us at a time when we ourselves have been faced with heavy commitments connected with the expansion of our business.
7. The promptness of your payment is indeed a proof of the high level of your business ethics.
8. Your prompt payment has enabled us to be equally prompt in our payment to others.
9. The promptness of your settlement of accounts is in keeping with your high reputation in this respect.

अंत में सतत सहकार्य की आशा प्रकट करें :

10. We hope you will continue to give us the opportunity to serve you.
11. We trust this promptness reflects your satisfaction with our services to you.
12. Please rest assured that it is a matter of pleasure for us to be of service to you.



13. We do hope our business relationship continues to prosper in future, too.
14. I am sure we can count upon such splendid cooperation from you also in the future.
15. We need not assure you that such splendid cooperation will have a full response from our side.

**व्यावसायिक सेवा के लिए धन्यवाद**

### **Thanks for a Service Performed**

**प्रारंभ में धन्यवाद दें :**

1. Thank you so much for returning the draft of the catalogue we propose to send to our customers along with your detailed comments on it.
2. This is to thank you most sincerely for your valuable suggestions regarding our proposed publicity folder.
3. I am writing this to express my sincere thanks for your valuable tips on how we could modify our product to suit your requirements and secure your order.
4. We are grateful to you for your advise to improve the quality of our product.
5. The types you have provided us will definitely help us modify and improve the quality of our product.

**सेवा का उल्लेख करें :**

6. We are indeed grateful to you for the great trouble you took.
7. I realize the value of time to a busy person like you and hence appreciate all the more your willingness to spend so much of it for us.
8. Your detailed examination of our proposal would indeed be immensely useful to us.
9. I can only say that we shall greatly benefit by this service that you have so kindly rendered.
10. The modifications you have suggested will certainly make our product more useful and more popular.

**अंत में फिर धन्यवाद दें :**

11. Thank you again for your very useful suggestions.
12. Please accept our thanks again for this kind service.
13. I do hope we shall be able to repay your kindness in some form or the other in the near future.



## बिक्री-वर्धक पत्र

(SALES PROMOTION LETTERS)

बिक्री पत्र ('सेल्स लेटर') विज्ञापन का एक बहुत ही 'सिलेक्टिव' स्वरूप है। इसकी अपनी एक ऐसी विशेषता है जो अखबार में छपनेवाले विज्ञापनों में नहीं होती। इसकी विशेषता यह है कि जिसको जिस वस्तु विशेष की आवश्यकता होती है उसकी जानकारी उन्हें ऐसे पत्रों के माध्यम से देना सरल तथा संभव होता है। उदाहरण के लिए डाक्टर को दवा, गृहिणी को गृहोपयोगी वस्तुएं, दफ्तरों को दफ्तर में काम आने वाली चीजें आदि।

अच्छे बिक्री पत्र के चार उद्दिष्ट होते हैं—

१. इच्छा पैदा करना.
२. इच्छा पैदा करना.
३. विश्वास दिलाना (to convince),
४. पग उठाने के लिए उद्यत करना.

## नये उत्पादन का परिचय (संपूर्ण नमूना)

(Introducing a New Product)

Dear Sir,

We believe you will be interested in the new detergent powder that we have just introduced in the market. The powder is the result of months of painstaking research, and are confident that it will revolutionise the concept of cleanliness in the kitchen.

We have despatched a generous sample to you and invite you to test it to your entire satisfaction. We are sure the results will convince you of its merits.

From the enclosed list of prices of packings of various sizes you will see that they are extremely competitive.

Special terms are available on trial orders placed before the end of the current month.

So, may we look forward to receive your kind advice at your earliest convenience ?

Yours faithfully,



## नये उत्पादन का परिचय

### Introducing a New Product

प्रारंभ में नये उत्पादन की जानकारी दें :

1. May we take this opportunity to introduced to you the new can-opener that we have put on the market ?
2. Please permit us to tell you about a revolutionary new concept in safety devices that we have recently marketed.
3. The product is the result of painstaking research and exhaustive laboratory tests.
4. The product is the result of a revolutionary concept put to practical use.
5. We hope the great utility and superb finish of the product will convince you of its ready saleability.
6. The sales appeal of this new product of great general utility is too obvious to need only elaboration.

अब स्वयं तसल्ली देने का अनुरोध करें :

7. We have taken the liberty of sending you a sample of the product for your inspection.
8. We have sent you a sample portion and would welcome your putting it to any test you like.
9. We are confident the product will stand the closest scrutiny on your part.
10. We have confidence that your inspection and testing of the sample would prove to you the high quality of this product.

इसके बाद मूल्य तथा आर्थिक शर्तों आदि का ब्योरा दें :

11. The enclosed folder on the new product will show you how competitively it is priced.
12. The accompanying price list for packings of various sizes will assure you that we have priced this new product very reasonably.
13. We can offer special terms even for trial orders provided they reach us before the end of this month.
14. We can allow regular trade discount on a trail order if it is large enough.

अंत में ट्रायल आर्डर के लिए अनुरोध करें :

15. So we hope you will place a trial order for this product by return of post.
16. So kindly send us your advice per return of mail.
17. We look forward to receiving a trial order soon.



## उत्पादन के लिए ग्राहक प्राप्त करने के लिए पत्र Soliciting a Customer for a Product

प्रारंभ में पाठक से पूछताछ करें :

1. Do you want pure and fresh butter at a moderate price ?
2. Would you like to have a complete kitchen machine that would save your time and energy by half ?
3. How would you like to be one of the most interesting and best-informed men in the community ?
4. Do you know of the only place where you can have a look at the latest range in Mysore silk saris ?
5. How would you like to be known as the house-wife with the most elegant crockery in town ?
6. Do you want your dinner party to be a delicious success ?
7. You want to go on a vacation, but do you have to suffer the botheration of planning it ?

अब अपनी सेवा की जानकारी दें :

8. The Pure Product Dairy will meet all your needs.
9. Our 'Kitchen Master' is the very thing that you need.
10. You can achieve this enviable distinction by reading our newly published "Treasure-House of General Knowledge".
11. Come to 'Silkhalaya', our emporium, and see them all in a breath-taking display.
12. Our exquisite, hand-painted 50-piece dining set will certainly give you that distinction.
13. All you have to do is to read our "Fabulous Recipes".
14. Just leave all the arrangements to us and relax.

उपलब्ध सेवा का अधिक ग्योरा दें :

15. Manufactured with the latest machinery, Pure Products butter possesses a flavour of its own and a natural, delicious taste.
16. Pure Products butter has successfully passed all tests in Government laboratories.
17. This unique domestic appliance is easy to handle, clean efficient in operation and economical in power consumption.
18. The demand for this appliance is growing so fast that soon it is expected to exceed production.
19. This fascinating digest brings you facts from all over the world to enrich your knowledge.
20. If you are looking for a fund of valuable general knowledge in one place, this is the book for you.



21. All these saris are for you—a lovelier you.
22. Nowhere else can you find such expensive saris at such inexpensive prices.
23. This dinner set is meant to give your parties a special status that your guests will not easily forget.
24. In these exquisite pieces the arts of the potter and the painter have come together.
25. The book is veritably an unending feast.
26. If you want to find international masterpieces of the culinary art at one place, this unique cookery book is what you are looking for.
27. The minutest detail your holiday will be planned for you with meticulous care.
28. Reservations, bookings, entertainment, tickets—we take care of everything.

अंत में सेवा का अनुरोध करें :

29. Lest you should be too late, register with us your name and requirement without delay by posting us the enclosed order form.
30. You are cordially invited to a demonstration of the machine at your earliest convenience.
31. We could let you have a copy on an “on approval” basis.
32. Just one visit is all you need to be fascinated.
33. There is a laid-out dining table in our show-room—come and see how gorgeous it looks.
34. Book your copy before it is too late.
35. So why not drop in at our office for a chat ?

सेवा के लिए ग्राहक प्राप्त करने के लिए पत्र

### **Soliciting a Customer for a Service**

प्रारंभ में पाठक की आवश्यकताओं की जानकारी होने की सूचना दें :

1. We have been informed by M/s Vishal Bharat Suppliers Ltd., that you are looking for a competent clearing and forwarding agent to handle your inward consignments.
2. We learn that you require the services of a well-equipped printing press to handle the large number of books you propose to bring out in the coming year.
3. I have been told that you are on the look-out for a representative with good contacts to handle your liaison with Government departments in Delhi.



4. We understand that you require the services of a tax consultant to look after the filing of your tax returns regularly.
5. I have come to learn that you require the part time services of an accountant look after the proper maintenance of your account books.

अपनी सेवाओं का सुझाव दें :

6. We take pleasure in placing our services at your disposal and providing you with the best facilities.
7. We are happy to say that our large printing establishment is capable of handling your publication programme.
8. You will be glad to know that my experience with liaison work over the past many years is at your disposal.
9. It would be a pleasure for me to be of service to you.
10. I offer and guarantee you prompt and efficient service.

अपना झोरा दें :

11. We are associated with this business for many years and possess ample experience in this line.
12. Our staff is well-versed in the relevant procedures and all work entrusted to us will be carried out with efficiency and promptness.
13. We have successfully handled similar assignments from leading publishers in the past, and the high quality of our work has been praised by all of them.
14. My contacts in this field have been profitably used by many leading business concerns.
15. We are enclosing herewith details of our handling charges, which are very competitive.
16. We are prepared to provide you special facilities, should such a need arise, at a very nominal charge.
17. We also have modern block-making facilities available in our press.
18. Our rates for various types of jobs, both letter press and offset, are enclosed, which you will agree, are very competitive.
19. For my competence in this field I take pleasure in referring you to Messrs Machine Makers Ltd. and Messrs Rang Nirman Ltd., for both of whom I have done considerable work of this type.
20. Not to praise myself, I wish to inform you that several big and reputed concerns have appointed me as their taxation consultant.

अंत में सेवा ली जाने की उम्मीद व्यक्त करें :

21. We are looking forward to hearing from you.
22. We therefore, hope that you would like to avail of our services.
23. May we therefore expect to be given this responsibility ?
24. So may I express the confidence that our association would prove mutually beneficial ?
25. We would therefore very much appreciate a trial of our services.



## उत्पादनकर्ता द्वारा डीलर को पेशकश

### Manufacturer's Offer to Retailers

प्रारंभ में पेशकश की सूचना दें :

1. Improved methods of production now enable us to offer you our range of toilet soaps at reduced rates for large quantities.
2. We are happy to announce that a recent addition to our production capacity now makes it possible for us to offer you our quality cosmetics at reduced rates for large orders.
3. You will be happy to learn that certain new food preservation techniques, we have introduced in our processing plants, have significantly cut down our production cost, and we would certainly like to pass on this benefit to our dealers.

पेशकश का व्योरा दें :

4. Details of the price reduction are enclosed, from which you will see that the average price reduction is five per cent.
5. As our prices are quoted c.i.f. Delhi you will agree that they are below those of all other manufacturers.
6. The new prices are for minimum orders of Rs. 1000 and are effective from the first of the next month.

अन्य जो संबंधित बातें लिखनी हों :

7. The quality of our product of course remains unchanged.
8. Of course the same fine material as before will go into the making of our products.
9. Immediate despatch is guaranteed, as we hold ample stocks.

अंत में सेवा की अपेक्षा व्यक्त करें :

10. We appreciate your past custom, and look forward to serving you again at the new prices.
11. We are sure that the new prices will encourage you to place still bigger orders with us.
12. We hope this reduction will place our business relationship on a still more firm footing.
13. We hope you will utilise this reduction to the fullest extent to the benefit of both of us.

मूल्य बढ़ने की सूचना

### Notifying Price Increase to Retailers

प्रारंभ में नये मूल्य की सूचना दें :

1. With effect from the 1st of next month, the prices of all our products will be raised by 10%.



2. We have regretfully to announce a 10% increase in the price of our plastic good from next month.
3. We have most reluctantly decided to raise the prices of our electric wires by 5% from the 15th of this month.

मूल्य में हुई वृद्धि पर लाचारी जाहिर करें :

4. We very much regret this increase, which we had to effect in accordance with a directive from the all India Metal Product Manufacturers' Association.
5. We are sincerely sorry for enhancing the prices, of our products, but a steep rise in the cost of essential raw materials has forced us to take this unpleasant step.
6. We would certainly not have taken this step had not the Government subjected the raw materials we require to heavy taxation in the new budget.
7. This increase become unavoidable because of the rising cost of labour and increased cost of raw materials.

स्तर क्वालिटी का आश्वासन दें :

8. However you can rest assured that there will be no change in the high quality of our products.
9. However, even with this increase our products will be lower in price and better in quality than those of our competitors.
10. The high quality of our products will, however, remain the same.

भविष्य के संबंध के बारे में लिखें :

11. Our new price-list is at present under preparation and will be sent to you when ready.
12. Being our regular customer, we shall change you our old rates for all order placed and received in our office before the 15th of next month.
13. We do hope that our business relationship will continue to be as active as before.
14. We assure you of the same prompt service that we have been rendering in the past.
15. We do hope you understand the compulsion behind the present step and continue your trade relationship with us.

सामान्य बिक्री-पत्र

### General Sales Letter

प्रारंभ :

1. We are taking the liberty of sending you a copy of our latest catalogue and price list.



2. As you have placed many orders with us in the past, we have decided to make you a special offer.
3. We feel you will be interested in the new plastic products which we are shortly going to introduce in the market.
4. Having just made a special purchase of ready-made shirts on very favourable terms we are able to offer them to you at very attractive prices.
5. We have recently bought a large quantity of presentation articles on very advantageous terms and would like to offer them to you at the following attractive prices.

अंत :

6. We hope you will take full advantage of this exceptional offer.
7. We are most anxious to serve you and hope to hear from you very soon.
8. We are offering you an article of the highest quality at a very reasonable price and hope you will take the opportunity to try it.
9. We feel sure you will find a ready market for this excellent product and that your customers will be well satisfied with it.
10. We will happily arrange for our representative to call on you if you will complete and return the enclosed enquiry form.
11. We shall be pleased to welcome you to our showroom at any time to give you a demonstration.



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### माल मंगवाने के पत्र (ORDERS FOR GOODS)

‘आर्डर-लेटर’ के दो आवश्यक गुण हैं—accuracy और स्पष्टता (clarity). यदि इन दोनों में से एक में भी कोई कमी हो तो उससे आपका ही नुकसान हो सकता है.

पत्र से आर्डर देते समय नीचे की बातों का ध्यान रखें—

1. माल की मात्रा, कीमत इत्यादि अन्य विवरण की पूरी details दें.
2. माल भेजने की आपकी शर्तें स्पष्टता से लिखें—जगह, तारीख, भेजने का तरीका आदि.
3. अगर प्रारंभिक बातचीत में रुपयों की अदायगी के बारे में कोई फैसला हुआ हो तो उसको पत्र में स्पष्टता से दोहराइये.

### माल मंगवाने का आर्डर (संपूर्ण नमूना) (Placing an Order)

Dear Sirs,

We thank you for your quotation of 13th September and are pleased to place with you an order for 100 items each of the variety you have quoted in your letter.

In the case of such delicate goods there is no need for us stress the need for adequate packaging.

You are requested to forward the goods by rail to New Delhi, where they would be taken delivery of by our representative.

The packages should be clearly marked with our name and the R/R forwarded to us without delay.

If this trial order is satisfactorily executed we propose to place larger with your firm.

At the same time we have made it clear to you that in case the goods do not reach us by the 15th of next month we reserve the right to refuse taking delivery.....

Trusting you will give this order your prompt and careful attention.

Yours faithfully,



## माल मंगवाने का सर्वसाधारण आर्डर

### General Letter for Placing Orders

1. We thank you for your letter of 2nd July and would be glad if you accept our order for the following goods :
2. We confirm our telephonic conversation of this morning and enclose our official order for the following :
3. We are obliged for your letter of 1st May, and hereby place our order for the items listed below :
4. Kindly send the following items as quickly as possible and charge to our account :
5. We agree to the prices you have quoted in your letter of yesterday and hereby request you to send the said goods immediately.
6. The prices quoted in your letter of 3rd March are satisfactory. Please arrange to deliver the following items at once :
7. Please let us know we may expect delivery of the goods ordered on 15th November.
8. We shall be glad to know when the goods for which we have placed our order with you will be delivered.

अंत :

9. We hope to receive your advice of delivery by return of post.
10. Please acknowledge this order and confirm that you will be able to deliver the goods before month-end.
11. We shall be grateful for prompt delivery as the goods are needed urgently.
12. Please oblige by giving an early delivery.
13. A prompt execution of our order is expected.
14. The goods will be delivered to us in time, we hope.

### कटेलाँग से आर्डर

### Placing Order from Catalogue

प्रारंभ में अपनी आवश्यकता की सूचना दें :

1. Please send me by V.P.P. the following machine tools as listed in your most recent catalogue.
2. Thank you for your catalogue, from which I would like to order the following items.
3. I have gone through your new catalogue and would request you to send me the items listed against the following numbers.



कॉटेलांग के व्योरे के बाद पैसे के प्रबंध का उल्लेख करें :

4. Enclosed is my cheque for the total amount of Rs. 50/-.
5. I am enclosing herewith a crossed cheque for the requisite amount.
6. The V.P.P. will be accepted for the amount indicated.
7. Please let me know the manner in which you require payment.

अंत में आर्डर की पूर्ति का अनुरोध करें :

8. I shall appreciate your giving this order prompt attention.
9. Kindly execute this order at your earliest convenience.
10. Please despatch the goods on receipt of this order.

**विज्ञापित माल के लिए आर्डर**

### **Placing Order for Advertised Goods**

प्रारंभ में विज्ञापन का उल्लेख करें :

1. I have seen the advertisement of your new tape recorder in the Hindustan Times of August 4, and would like you to send me one.
2. I have listened to the advertisement of your latest publication "Rapidex English Speaking Course" on the radio and would like to have two copies by V.P.P.
3. I have seen the advertisement of your appliance 'Kitchen Master' and hereby place an order for one.

भेजने के पते आदि की सूचना दें :

4. Kindly send the books to the address given above.
5. Please despatch the article to the following address :
6. One of the two pieces is to be sent to my address given above and the other to the following address :

अंत में तुरंत कार्यवाही का अनुरोध करें :

7. Kindly execute this order immediately as I have to go out of station next week.
8. Please attend to this order urgently.
9. I hope you will despatch the article at your earliest, as it is very much needed.



## आर्डर की प्राप्ति की सूचना

### Acknowledgement of an Order

प्रारंभ में आर्डर मिलने पर हर्ष व्यक्त करें :

1. We are very pleased to receive your order No. 123 for 20 immersion type water heaters.
2. Thank you so much for your order for 50 pieces of our latest well decorations (No. 4 B in our catalogue).
3. This is to acknowledge with thanks the receipt of your order for 2 dozen "Constellation" neckties and handkerchiefs to match.

माल भेजने की सूचना दें :

4. As all items were in stock we have despatched them to you today by passenger train.
5. We have taken your order in hand for immediate production and are confident that we shall be able to execute it in time.
6. The goods are being packed on a priority basis and will reach you by due date.

ऊपर की दोनों बातें संक्षेप में इस तरह लिखी जा सकती हैं :

7. We thank you for your order of 28th July and will despatch the goods by this week-end.
8. We acknowledge with thanks your order of 5th May, 1977 and enclose our invoice No. PL-840.
9. We are pleased to inform you that the goods included in your order of 13th April have been sent to you today by passenger train.
10. We are sorry to have to tell you that we cannot supply the goods you ordered on 3rd August because of an unfortunate break-down in our plant.
11. We are pleased to inform you that goods against your order No. B-401 have been sent by rail today.
12. Please note that the goods which you ordered on May 2, 1977 are now ready for despatch and we await your instructions.
13. We have given instructions to Messrs Bharat Goods Movers to forward the undermentioned consignment to you by rail.
14. In view of the urgency we have sent the goods today by passenger train and they should reach you day after tomorrow.
15. The goods were sent to you this afternoon by express railway parcel.
16. To avoid the risk of frequent handlings we have sent the goods by road.



अंत में अधिक आर्डर प्राप्त करने की आशा व्यक्त करें :

17. We hope the goods will reach you in good time and that we may have the pleasure of further orders from you.
18. We hope our promptness in the execution of your order will encourage you to give us more business.
19. We hope you will give us many more opportunities to be of service to you.
20. We feel sure you will find these goods satisfactory in every respect and perfectly suited to your needs.
21. We trust the goods will reach you safely and in good time and that you will be pleased with them.
22. We hope to have further orders from you as time goes on.
23. We have been very happy to serve you and look forward to receiving your further orders.
24. We hope you will be pleased with the goods and that we can establish a pleasant and lasting business connection with you.
25. We are pleased to inform you that the goods have been despatched today and hope for repeat orders.

**माल भेजने की सूचना**

### **Intimation of Goods Despatched**

प्रारंभ में माल भेजने की सूचना दें :

1. Please note that the 25 sweaters you ordered on 14th October will be despatched tomorrow by rail to Bombay for shipment on S.S. Indian Trader which leaves for Colombo on December 3rd.
2. Enclosed is our invoice for the artificial wool blankets ordered on 6th February.
3. The goods you ordered have been despatched today by passenger train, and the R/R alongwith a copy of the invoice have been sent through the Mercantile Bank, Bombay.
4. In compliance with your order of 7th March, we have today sent the parcel of goods by passenger train and have forwarded the documents through your bankers.
5. We are sending the ordered goods by our trucks and forwarding herewith our bill in duplicate.
6. We take pleasure in informing you that we have today sent the following goods as per your order by V.P.P.

**वस्तावेज का व्योरा दें :**

7. We enclose our invoice and shall present shipping documents and our draft for acceptance through the Chartered Bank, as agreed.



8. We enclosed herewith our invoice and draft Rs. 2,000 in your favour at 60 days sight.
9. R/R No. 508352 dated March 5, 1977 with a copy of our invoice No. 518 been sent to your Bombay office.
10. We have forwarded the R/R through the Punjab National Bank, Karol Bagh Branch, Delhi, which may kindly be collected.
11. The documents have been forwarded through your bankers and a copy of the invoice enclosed for your prior information.
12. Please honour the documents on presentation.
13. The V.P.P. may kindly be retired on presentation.
14. Our bill No. 541 for Rs. 198/- is sent herewith in duplicate.
15. Please collect the R/R against payment.
16. In accordance with the terms of payment agreed, we have surrendered the documents to the Indian Trade Bank Ltd., who have accepted our draft for Rs. 1500/- at 60 days' sight.

माल के संबंध में लिखें :

17. These sweaters have been made from the finest lamb's wool and you will find that they are of excellent value.
18. We feel you will find that the consignment supports our claim to sell the best sweaters of their kind at the price.
19. The goods have been packed in four special cases lined inside with waterproof cloth.
20. The machines are to your exact specifications and are securely packed in strong wooden boxes.
21. Each machine has been thoroughly tested and carries our full guarantee.
22. Our technical representatives in Bombay will be pleased to advise you on any point fitting or maintenance, they also hold an adequate stock of spare parts.
23. We are sure the goods will reach you in order.
24. We have confidence that you will be satisfied with the quality of the goods and their sales appeal.
25. We trust that the goods will reach you in excellent condition.

अंत में पारस्परिक व्यावसायिक संबंध में वृद्धि की आशा व्यक्त करें :

26. We hope the goods you receive will encourage you to entrust us with further orders.
27. We appreciate your desire to entrust us with further business and are confident that the excellence of the goods despatched will prove a strong inducement in this direction.



28. We assure you that any further orders you may place with us will be attended to with similar care and attention.

आर्डर के मुताबिक माल भेजने में विलम्ब

### Delay in Execution of Order

प्रारंभ में आर्डर के लिये धन्यवाद और विलम्ब के लिये क्षमायाचना करें :

1. We thank you for your order of 3rd November for 100 "Keep-Hot" food cases, but regret that we are unable to execute the order from stock, owing to recent heavy demand for this popular appliance.
2. We are most thankful to you for your order for 500 pieces of No. 3 item in our catalogue, but regret to say there will be a slight delay in executing this order because of exceptionally heavy demand for it in the local market.
3. We gratefully acknowledge your order of the 3rd of this month for 2 dozen lemon sets of the "Imperial" variety, but must apologise for some delay in the execution of this order because of certain unavoidable difficulties faced by our suppliers.
4. We thank you for your order for electric irons, but regret that we cannot supply them immediately because of a fire in our factory.
5. We were glad to receive your order of 2nd December, but very much regret that we are at present out of stock of the make you ordered because of the exceptional demand for electric heaters due to the prolonged cold weather.
6. Much to our regret a strike of transport companies in Delhi is causing some delay in the despatch of a number of consignments, and the goods you ordered on 5th August are among those held up.

अधिक समय का अनुरोध करें :

7. Our suppliers have however, undertaken to replenish our stocks within a week, and we trust that it will not be inconvenient for you to allow us this extension.
8. We are, however, taking urgent steps to execute your order and shall be able to deliver the goods in not more than 15 days time.
9. However, we hope to make the delivery in three weeks' time and hope you will bear with us till then.

आर्डर कायम रखने की आशा व्यक्त करें :

10. Please confirm that the revised schedule is acceptable to you.
11. We do hope the slight delay will not cause you too much inconvenience.
12. We would be grateful if you confirm your order as per the revised schedule.



13. We very much regret this delay and trust you will appreciate our helplessness in the matter.
14. Meanwhile we apologize for the delay and trust it will not cause you serious inconvenience.
15. We are indeed sorry not to be able to meet your present order immediately and hope that in the circumstances you will bear with us.
16. Meanwhile we regret the delay and hope you will understand that it is due entirely to reasons beyond our control.

आर्डर के मुताबिक माल भेजने में असमर्थता

### **Inability to Execute an Order**

प्रारंभ में आर्डर प्राप्त होने के लिये धन्यवाद दें :

1. We thank you for your order of 4th May for 20 "Executive" revolving chairs to be delivered by the end of July.
2. This is to express our thanks for placing with us an order for 20 pieces of our "Tiptop" cooking tables to be delivered in a month's time.
3. We acknowledge with grateful thanks your order for 500 "Toddler" baby frocks in assorted sizes and colours to be delivered by 14th of August.

असमर्थता पर खेद प्रकट करें :

4. We, however, regret we would not be able to execute it because of extremely heavy earlier commitments.
5. But we are sorry to say that the glasses of the make you have ordered are completely out of stock.
6. However, we are afraid that our present heavy commitments would prevent us from executing your order even if you were kind enough to extend the date of delivery by some months.

दूसरी वस्तु (या उत्पादनकर्ता) का सुझाव दें :

7. We could, however, supply the same number of our "Comfort" type junior executive revolving chairs, if you accept them.
8. But plain glass tumblers of the same high quality are available, in case you could accept them.
9. Perhaps Messrs Woodcraft, who also make office furniture, could fulfil your order.
10. However, Messrs Fancy Glass Products might be in a position to meet your requirements.



अंत में फिर से सेवा का अवसर मिलने की आशा व्यक्त करें :

11. We sincerely hope you will give us another opportunity to be of service to you.
12. May we hope there will be another opportunity to serve you ?

पसंद-नापसंदगी के आधार पर माल का ऑफर

### **Offer of Goods on Approval**

प्रारंभ में पहले की बातचीत का जिक्र करें :

1. Confirming our telephonic conversation of this morning.....
2. In accordance with our discussion with your representative, Mr. M. Varma, on the 3rd of this month.....
3. As per instructions in your letter of 5th December.....

माल भेजने की सूचना दें :

4. We are herewith sending you on approval a 'Tru-taste' coffee perculator, the retail price of which is Rs. 125/- only.
5. ...we have sent you by rail a sample consignment of 10 pairs of our 'Nylotex' socks, the retail price of which is Rs. 9.50 per pair.
6. ...we have despatched to you by train two lemon sets of our latest 'Royal Blue' variety.

पहली बातचीत का व्योरा दें :

7. As agreed, we have arranged to leave the piece with you for a period of two weeks, and if by then you have not found a customer for it, it is understood that you may either return it to us at our expense or retain it at 30% discount on the retail price.
8. In case you retain the piece we shall require settlement of accounts in one month.
9. It is agreed that in case you cannot sell these in one month from today we shall accept them back at our expense.
10. It is understood that goods sent on approval can be accepted back only if received in good condition and within the stipulated time.

माल भेजने के लिये अधिक समय का अनुरोध

### **Request for Extension of Delivery Period**

प्रारंभ में अधिक समय की आवश्यकता पर खेद व्यक्त करें :

1. We are extremely sorry to have to ask for an extension of delivery schedule of your order No. 314/52 dated 5th August 1977.



2. We very much regret to say that we are at present not in a position to execute your order within a week as per your stipulation.
3. We must most reluctantly request you to extend the delivery period of your order No. 63/4 of April 1, by at least a month.

विलम्ब का कारण स्पष्ट करें :

4. The recent strike in the transport industry has very much disrupted our despatch work for some time.
5. Owing to a sudden strike in our mills our stocks have been considerably deplored and the work force necessary to replenish them is not yet available.
6. The extension has become necessary because there is a temporary halt in our production due to the installation of new machinery.

अंत में क्षमा प्रार्थना करें तथा साथ ही आश्वासन भी दें :

7. May we therefore request you to wait for at least two weeks more, by which time we shall be able to supply the goods.
8. We shall be grateful for your indulgence in this respect.
9. We are however confident that we will be able to effect delivery by the 15th of next month and hope that this schedule will meet with your approval.
10. We assure you that all orders will be handled in strict rotation and we shall do our best to expedite delivery.
11. We hope you will realise that the delay is due to circumstances beyond our control and shall very much appreciate your allowing us this additional time.

आपूर्तिकर्ता की ओर से दूसरी वस्तु का ऑफ़र  
**Substitute for Supplier's Order**

प्रारंभ में आर्डर पर हर्ष व्यक्त करें :

1. We were glad to learn from your letter of 8th May that you have decided to place a large order for number of items in our quotation.
2. Thank you for your letter of 11th April, enclosing your order for 50 metres of our 'Sky blue' terene shirting.
3. We are grateful to you for placing an order for 50 pieces of our 'Playmouth' toy cars.

दूसरी वस्तु देने का कारण स्पष्ट करें :

4. All the items ordered are in stock except white lace handkerchiefs. Stocks of these were sold out after we quoted for them and replacements will take another four weeks.
5. We are sorry to say that because of constantly changing fashions we have discontinued the manufacture of this dress material.



6. You will however be interested to know that we now produce a still more attractive range of toy cars, the 'Space Ship' models.

दूसरी वस्तु की पेशकश करें :

7. As you required urgent execution of your order we have taken the liberty of substituting white chikan handkerchiefs of comparable quality.
8. In its place we can offer you our new "Jaipur Pink" brand of rayon.
9. We therefore suggest that this product could be of greater interest to your clients, and we can supply it in adequate quantities at short notice.

दूसरी वस्तु के गुणों का व्योरा दें :

10. These new handkerchieves have immediately caught the fancy of ladies of fashion in the local market.
11. This new dress material has become instantly popular with the younger generation.
12. These new toy cars are not only more attractive to look at but are built to last longer.
13. At the low price of Rs. 10 a metre this dress material is much cheaper than terene and just as attractive in finish.

अंत इस प्रकार हो सकता है :

14. We therefore hope that this substitution is acceptable to you.
15. We are confident that this substitute will bring you better business.
16. In case, however, you do not want this substitute, please return it at our expense.
17. In case, however, you do not want this substitute, we shall certainly take it back at our expense and replace it with your original requirement as and when it is available.

मूल्य कम करने से इंकार

### **Refusal to Reduce Price**

प्रारंभ में खेद व्यक्त करें :

1. We have carefully considered your counter proposal of 5th July to our offer of nylon children's wear, but very much regret that we cannot accept it.
2. We have carefully examined your suggestion for a reduction in the prices we have quoted but have reluctantly come to the conclusion that it is not feasible.



3. Having given due thought to your proposal of 23rd April regarding a reduction in our prices for the goods you require we regret to say that it is not possible for us to accept it.

इंकार का कारण स्पष्ट करें :

4. The prices we have quoted in our letter of 3rd June leave us with only the smallest of margins.
5. Our prices are in fact lower than those of our competitors for goods of similar quality.
6. The cloth we use undergoes a special process that prevents shrinkage and increases durability.
7. The fact that we are the largest fabricators of children's wear in this state is in itself evidence of the good value of our products.
8. As we have already agreed to a large discount, a further reduction is not possible.
9. We submit that our prices are very competitive inspite of the fine material and workmanship that go into our products and there is really no scope for further reduction.

अंत में संबंध बरकरार रहने की आशा व्यक्त करें :

10. If you still feel cannot accept our original offer we hope it will not prevent you from contacting us again.
11. We shall always be glad to hear from you and consider any proposals that might lead to business between us.
12. However we shall always welcome any future opportunity to serve you.
13. We, however, always look forward to your cooperation in the future.

आर्डर तोड़ देना (समाप्त करना)

### **Cancelling an Order**

प्रारंभ में आर्डर देने का उल्लेख करें :

1. Kindly refer to our letter of 30th June, by which we had requested you to supply us 100 cardboard boxes of size No. 10 in your catalogue.
2. Your Delhi representative Mr. Arun Kumar may have informed you that we have placed with him an order of 10 dozen brass belt-buckles listed as "Deluxe" in your price catalogue.
3. We had given you an order for supplying us 10 barrels of Til Oil at Rs. 8/- per kg. by the 30th of this month.
4. With reference to our order No. 17 dated 3rd January.....



5. Please refer to our order placed with your representative Mr. Man Mohan on the 1st of this month.

अब आर्डर तोड़ देने (समाप्त करने) की सूचना दें :

6. Kindly consider this order as cancelled.
7. This order now stands cancelled as per this letter.
8. We now regret having to cancel our order with you.
9. We very much regret having had to send you a telegram cancelling order.
10. We are now compelled to cancel our instructions to you.
11. We request you now to consider our order as cancelled.
12. We request you to please treat the said order as cancelled.

आर्डर तोड़ देने (समाप्त करने) का कारण स्पष्ट करें :

13. ....as the delivery time for the same has expired since long.
14. ....as only last week we received large supplies of similar goods from one of our foreign suppliers and our godown is too full to accommodate more goods.
15. The cancellation has become necessary because the goods sent by you are not in conformity with the samples shown to us by your representative while booking the order.
16. This necessity has arisen as through oversight, our store-keeper failed to make an entry receipt of five dozen belts received last month, and thus our stock register did not show the correct position at the time of placing the order with you.
17. Till now we have not received the goods nor any reply from you, although the time of delivery has expired.
18. We had already intimated to you that in case the goods arrive after the due date they will be refused and this date is now past.
19. However, we have just come in possession of stocks of an outgoing concern at an extremely low figure, as a result of which our requirements are fully met with for this season.
20. We have been compelled to take this decision since according to the latest market reports, the price of this oil has dropped sharply in consequence of abundant import of a substitute.

अंत में भविष्य के लिए आश्वासन दें :

21. As soon as our stocks need replenishing, which may occur in about three months, we shall endeavour to make good to you the loss of this order.



22. We will let you have our instructions for other supplies in due course.
23. We assure you that you will receive further orders from us as and when occasions arise.
24. In case you incur any loss on this account please debit the amount to our account and include the same in our next bill.
25. Should you incur any loss on this account, we will arrange to reimburse the same as early as possible.
26. We shall, in order to reimburse your losses, favour you with an order for other items on your list, very shortly.



## आर्डर के बारे में शिकायतें (COMPLAINTS RE : ORDERS)

शिकायत करते समय पत्र का ढांचा इस प्रकार रखें :

१. प्रारंभ में शिकायत करने की आवश्यकता पर खेद प्रकट करें.
२. आर्डर देने की तारीख, माल पहुंचने की तारीख और जिस माल के बारे में शिकायत है उसका विवरण दें.
३. अपनी शिकायत का कारण लिखें, और स्पष्टीकरण की मांग करें.
४. आपको जो असुविधा हुई हो उसका उल्लेख करें.
५. माल को ठीक करने के लिए क्या करना चाहिए इसका सुझाव दें.

### माल न मिलने की शिकायत (संपूर्ण नमूना) (Report of Non-Delivery of Goods)

Dear Sirs,

Re : Order No. P/42

You informed us by your letter of 21st February that the synthetic wool sweaters supplied as per the above order had been despatched. But we regret to say that they have not yet reached us.

We expected them a week ago, and on the basis of advice from you regarding the despatch promised immediately delivery to a number of our customers, who naturally feel that we have let them down.

We now require these sweaters urgently to fulfil our commitments. So will you please find out from the Railways what has happened to the consignment and let us know when we may expect delivery?

We are also making our own inquiries at this end.

Yours faithfully,



माल न पहुंचने पर आपूर्तिकर्ता को शिकायत

## Complaint to Supplier about Non-Delivery

प्रारंभ में आर्डर का जिक्र करें :

1. On 5th of June last I sent you an order for 50 copies of "Rapidex English Speaking Course."
2. Kindly refer to our letter of 3rd July, by which we had placed with you an order for two dozen Kashmir silk saris.
3. As per our order No. B-14 dated 27th of last month we had placed an order for 50 velvet cushion covers of standard size in assorted colours.

समय की पाबंदी का उल्लेख करें :

4. While placing the order we had stressed the importance of delivery by 20th June at the latest, the date on which the new School Session was due to begin.
5. We had ordered these as we wanted to display them in a Sari exhibition in the Grand Hotel here next Monday.
6. We were expecting to receive them in a week's time and had accordingly made commitments to our retailers.
7. We had given you the delivery date on the basis of our commitment to our various chints.

माल न मिलने का उल्लेख करें :

8. I have, however, received no acknowledgement of the order, nor have the books been delivered.
9. As of today, however, the goods have not reached us, and this has resulted in a considerable loss to us.
10. So far, however, we have not heard from you, nor is there any sign of the goods ordered.
11. We regret to note that neither we have received the goods nor any intimation from you.

माल न मिलने के फलस्वरूप हुई परेशानी का जिक्र करें :

12. Failure to receive the books in time is causing us serious inconvenience.
13. As these are urgently required, the delay will result in potential business loss for us.
14. In case the Saris do not arrive in the next ten days we shall not be able to participate in the exhibition and would lose a good opportunity of business promotion.
15. A lot of important work has been held up by the non-delivery of this important equipment.



16. You will remember that we stressed the importance of an early delivery, and you will understand that your delay in the circumstances gives us a right to sue you for damages.
17. However, we are prepared to wait for the goods till 15th January, by which date we must receive the order in full.
18. It is, therefore, requested of you send the ordered goods at your earliest and help us keep our commitments and maintain our image in the market.
19. The goods are required for shipment and must be with us within a week's time, failing which we shall be compelled to cancel the order.
20. This delay has caused us great inconvenience, necessitating many awkward explanations to our customers.
21. We would like to inform you that the goods are for export and the last date of shipment on the L/C is January 15, 1980.

अंत में सूचना देने का अनुरोध करें :

22. I shall be glad if you will look into the matter as one of urgency and let me know when the books may be expected.
23. So please let us know by return of post when our order will be executed.
24. We look forward to an early intimation from you.

माल न पहुंचने पर वाहक को शिकायत

### **Complaint to Carrier about Non-Delivery**

प्रारंभ में माल न पहुंचने की खबर दें :

1. We regret to inform you that a consignment of three packages of woollen blankets addressed to M/s Anil Kumar & Co., Connaught Circus, New Delhi has not yet reached them.
2. We regret to inform you that two parcels of printed books were handed over by M/s Pustak Mahal, Delhi for despatch by passenger train to Bombay Central on 5th March, 1977, vide R/R No. 383349, but these parcels have not yet reached the destination.
3. Our consignors, M/s Yantra Machine Works, Bombay, handed over two boxes containing machinery parts to the Railway authorities, Bombay Central, for despatch to Delhi on 15th May, 1977, but we understand from your parcel office that the goods have not reached Delhi to date.

माल दर्ज कराने का ब्योरा दें :

4. The packages were delivered at your office on 2nd February for consignment by passenger train and should have been delivered by 5th February. We hold your official receipt No. 2453.



5. The R/R against which the goods were booked bears No. DA/224576 and date January 23, 1977.
6. The parcels were duly booked at your Parcel Booking Office, New Delhi Railway Station, on November 15, as per R/R No. RB/22068 dated November 15, 1977.

अंत में माल ढूँढ़ने का अनुरोध करें :

7. As our customers now urgently need the goods, we must ask you to make inquiries and let us know the cause of delay and when delivery will be made.
8. We request you to please check up on the whereabouts of the goods and inform us within a week.
9. As the goods are urgently required for distribution to the dealers please check up on them within a week so that we may submit the necessary claim for them.

माल देर से मिलने की शिकायत

### Complaint of Late Delivery and Delay

प्रारंभ में देरी की सूचना दें :

1. We regret to complain about the late delivery of the box files ordered on 3rd August.
2. We have not received our order till today, though you had guaranteed delivery within a week, on which understanding we had placed the order.
3. Your representative had clearly given to us to understand that our order, placed with him, would be executed positively in the first week of this month, while we have received the goods today, at the end of the second week.
4. This is to inform you that the goods of which you had promised delivery before the 10th have reached us today, on the 17th.
5. The goods we ordered from you on the 1st of this month should have reached us a week ago.
6. Delivery of the goods ordered on 15th of February is now considerably overdue.
7. We regret having to report that we have not yet received the goods ordered on 2nd March.

पहले भी विलंब होते रहने का उल्लेख करें :

8. Unfortunately there have been similar delays in the past also.
9. Regrettably enough there have been similar delays on several previous occasions and their frequency has increased in recent months.



10. We notice that such delays on your part have become more and more frequent of late.

विलंब की संभाव्य परिमाणा बताएं :

11. This compels us to say that business between us cannot be continued in conditions such as these.
12. Under these circumstances it might not be possible to continue our business relationship with you.
13. In case these delays continue in future we might be forced to discontinue our business with you.
14. We have felt it necessary to make our feelings known since we cannot give reliable delivery dates to our customers unless we can count on undertakings given by our suppliers.
15. Our protest to you is due to the fact that our own reliability in respect of deliveries to our customers very much depends upon the punctuality of our suppliers.

अंत में समय की पाबंदी का अनुरोध करें :

16. We hope you will understand how we are placed and that from now on we can rely upon punctual completion of the orders.
17. We do hope you will be more careful in future about observing delivery schedules and give us no more cause for complaint.
18. We trust you will correct this situation and not force us to sever our relations.
19. We shall be glad if you will look into the matter at once and let us know the reasons for the delay.
20. We look forward to hearing that the goods will be sent straight away.
21. We feel there must be some explanation of the delay and await your reply with interest.

भेजे हुए माल के मार्ग में खराब हो जाने की सूचना

### Report of Damage in Transit

प्रारंभ में नुकसान की जानकारी दें :

1. We regret to inform you that of the three packages of woollen blankets which you despatched on 2nd March one was delivered in a damaged condition.
2. We are sorry to inform you that the parcel of nylon socks you sent on 15th of this month was found on delivery to be soiled and partially torn.
3. Of the glass tumblers we ordered from you on 2nd April five dozen were delivered today, but I regret to report that six of them were broken and two others cracked.



4. We are writing to inform you that one of the packages of your consignment was badly damaged when delivered yesterday.
5. We are sorry to report that package No. 15 despatched under your advice of 15th March was badly damaged when delivered.

नुक्सान का ब्योरा दें :

6. The waterproof lining of the package was badly torn, and it will be necessary to dry clean six of the blankets before they can be offered for sale.
7. As many as six pairs of socks were found soiled, and two of them were also partially torn.
8. The package containing the tumblers appeared to be in perfect condition and I unpacked the tumblers myself with great care; so I can only assure that the damage must have been due to rough handling in transit.

आगे की कार्यवाही की सूचना दें :

9. Will you therefore please arrange to send replacements immediately and charge to our account ?
10. As the sweaters were bought on 'ex works' terms, we realize that responsibility for damage is ours and have already taken up the matter of compensation with the railway authorities.
11. So please send replacements at your cost and take up the matter with your carriers.
12. Please fix the responsibility for this and let us have immediate replacements.
13. We assume you will be taking up the matter with the carrier at your end.

अन्य संबंधित बातें लिखें :

14. With this letter I am sending the jackets of the damaged books and would be glad to receive replacements for all of them.
15. Meanwhile, I have put the damaged tumblers aside in case you need them to support your claim to the railways for compensation.
16. We shall be glad to learn that you are prepared to make some allowance for the damage we have reported.
17. Upon learning the extent of damage we will write to you again.
18. As soon as we have examined the contents of the damaged cases we will write to you again.
19. We shall be glad to have your credit note for the value of the damaged items.
20. Please credit our account with the value of the damaged items.

**खराब माल की शिकायत**

**Complaint of Inferior Goods**

प्रारंभ में खराब माल का ब्योरा दें :

1. After carefully examining the cardigans supplied against our order of 5th May we must express surprise and disappointment at their quality.



2. The goods you have despatched certainly do not match the samples you sent us.
3. Some of them are so poor that we cannot help feeling there must have been some mistake in making up the order.
4. The materials you have sent are clearly not in accordance with our order and are quite unsuited to the needs of our customers.
5. We regret to inform you that your consignment of goods of the 6th January has not at all been satisfactory.
6. The finish of the goods you have sent us is too poor to justify the price at which we expect to retail them.
7. When we came to examine the goods received against our order No. 583 of June 3rd we found that their finish was not at all as per our expectations.
8. We have received complaints from several of our customers concerning the poor quality of the fountain pens supplied by you on 3rd May.

खराब माल से हुई परेशानी का उल्लेख करें :

9. We are clearly unable to offer such goods to our customers.
10. It is not in accordance with our business standard to sell such inferior goods.
11. This is really unfortunate in a trial order.

आगे की कार्यवाही का सुझाव दें :

12. We have consequently no choice but to ask you to take the goods back and replace them by items of the quality ordered.
13. If accepting the defective goods back is not possible to you, then I am afraid we shall have to ask you to cancel our order.
14. We are herewith returning the defective items and expect you to send us items of the quality we require.
15. If you can replace the inferior materials we are prepared to allow the stated time for delivery to run from the date you confirm that you can supply the materials we need.
16. We shall be glad to learn that you are prepared to make some allowance for the inferior quality of the goods.

### कम माल प्राप्त होने की शिकायत Complaint of Short Supply

प्रारंभ में माल कम होने की सूचना दें :

1. We thank you for prompt execution of our order No. L-314, but take this opportunity to point out that while we ordered 20 immersion rod heaters we have received only 10 in the package delivered.



2. We are grateful to you for promptly fulfilling our order, but regret to report short supply, as we have received only 20 pairs of socks while we had placed an order for two dozen.
3. Thank you for sending the shirting material we ordered, but we have found on measurement that it is only 30 metres in length and not 35 as we required, *vide* our order No. M-14 of 23rd February.

कमी के कारणों की पूछताछ करें :

4. We would like to receive an explanation of this shortage from you.
5. Your carrier was unable to explain this shortage.
6. The short consignment has not been accompanied by an explanation from you regarding the shortage.

पूरा माल भेजने का अनुरोध करें :

7. We still need the full quantity ordered and shall be glad if you will arrange to deliver the remaining ten pieces as soon as you possibly can.
8. You are therefore required to make good the shortage at the earliest.
9. So please complete the ordered quantity immediately.



## आर्डर के संबंध में शिकायतों के उत्तर (REPLIES TO COMPLAINTS RE : ORDERS)

शिकायतों के उत्तर लिखते समय कुछ मोटे नियम ध्यान में रखें :

१. अगर आप शिकायत पर तुरंत कार्यवाही करने में असमर्थ हैं तो तुरंत उत्तर लिखकर सूचित करें कि आप जांच करा रहे हैं, और पता लगते ही जवाब भेजेंगे.
२. अगर शिकायत बेबुनियाद है तो विनम्र और मोटे शब्दों में बता दें.
३. अगर गलती आपकी है तो तुरंत मान लीजिये, क्षमायाचना करिये, और गलती ठीक करने का आश्वासन दीजिये.
४. और किसी को दोष देकर अपनी जिम्मेदारी टालने का प्रयास न करें.

### माल न मिलने की शिकायत का उत्तर (संपूर्ण नमूना) (Reply to Complaint Re : Non-Delivery)

Dear Shri Kumar,

We were very much surprised to learn from your letter of yesterday that the 50 copies of 'Rapidex English Speaking Course' ordered on 15th June have not reached you.

We received your order on 17th and immediately passed it on for completion to our wholesale depot. We phoned our depot manager this morning, and he confirms that the books were delivered to the Railway Parcel Booking Office at New Delhi railway station on 20th June for delivery to you by passenger train.

We very much regret the delay in the delivery and the inconvenience it is causing you. We have already taken the matter up with the railway authorities at this end and as soon as we have any information for you will let you know the position.

Meanwhile, may we suggest that you make similar enquiries at your end.

Yours sincerely,



**माल न मिलने की शिकायत का उत्तर**

**Reply to Complaint Re : Non-Delivery**

**प्रारंभ में माल न पहुंचने की सूचना पर आश्चर्य या खेद प्रकट करें :**

1. It was a matter of surprise for us to know from your letter of 25th May that you have not yet received the consignment of books you ordered on the 5th.
2. We much regret to learn from your letter that the goods you ordered from us in the beginning of this month have not so far reached you.
3. We are surprised to receive your letter today informing us that you have still to receive the goods ordered on the 28th of last month.

**अब आगे माल समय पर भेजने की सूचना दें :**

4. We assure you your order was complied with the very day it was received.
5. On the very next day of receiving your order the consignment was booked to be sent to you by passenger train.
6. We hereby confirm that your consignment was delivered quite in time to the Railway Parcel Booking Office at Bombay Central railway station for delivery by passenger train.

**अंत में आगे की कार्यवाही की चर्चा करें :**

7. On receipt of your letter we have immediately taken up the matter with the railway authorities here.
8. We shall immediately let you know when we learn anything about the goods.
9. We think it would also be advisable to make inquiries at your end.
10. We are getting in touch with the transport company and will let you know what they have to say in the matter.

**माल के विलम्ब से प्राप्त होने संबंधी शिकायत का उत्तर**

**Reply to Complaint of Late Delivery**

**प्रारंभ में शिकायत पर खेद प्रकट करें :**

1. We have received your letter and very much regret the delay in despatching the goods.
2. We have your letter of 2nd May and apologise for the delay in your receiving the consignment we have sent you.
3. We are sorry to learn that you did not receive within the stipulated period the consignment of goods we had despatched to you.



4. Your letter of 8th August complaining of delays in delivery came as a surprise, as the absence of any earlier complaints had led us to believe that goods supplied to your orders were reaching you punctually.
5. We are concerned to learn from your letter of 2nd June that the goods we sent to your order of 14th May did not reach you until 29th May.
6. We are very sorry that you should have cause to complain about delay in the delivery of the neckties that you ordered.

विलंब का स्पष्टीकरण तथा साथ ही समय पालन के प्रयास की सूचना दें :

7. We accept that an unprecedented rush of business caused a slight delay in executing your order, but we assure you that we are doing our utmost to expedite delivery.
8. We have already sent you a telegram informing you about the late despatch of your consignment, which we hope you have received.
9. The great pressure of orders for these goods has made it impossible for us to deliver as promptly as we would wish.
10. This delay in completing your order became inevitable inspite of the fact that our plant is working overtime to produce this very popular product.
11. Our customers are pressing on all sides for immediate delivery, but the demand is unprecedentedly heavy.
12. We are by no means the only manufacturers of these goods whose resources have been overtaxed.
13. Your order was unintentionally overlooked in the pressure of business.
14. It is our usual practice to send goods well in advance of delivery dates, and the consignment of toys to which you refer left here on the 3rd of this month.
15. We are very much concerned that our efforts to give punctual delivery should be frustrated by delays in transit.

भविष्य के लिये आश्वासन दें :

16. We are taking up the matter of delay with the transport company in all seriousness.
17. We trust this explanation will convince you of our endeavour to fill your esteemed orders with the best possible despatch.
18. As until the recent rush we have never failed to deliver your orders within the stipulated time we rely upon your leniency in the matter of recent delays.
19. In future your esteemed orders will always receive our most careful and prompt attention.
20. We assure you that in future every effort will be made to guarantee delivery in time.



21. We assure you we are doing all we can to speed up delivery and offer our apologies for the inconvenience the delay in causing you.
22. We hope you will be satisfied with the arrangement we have now made and apologise for the inconvenience you have suffered.

**खराब माल के फलस्वरूप हुए नुकसान की शिकायत का उत्तर**

**Reply to Complaint Re : Damaged Goods**

प्रारंभ में नुकसान की सूचना पर खेद व्यक्त करें :

1. We are sorry to learn from your letter of the 3rd that some of the glass tumblers supplied to your order were broken or damaged when they reached you.
2. We regret to know that the parcel of nylon socks despatched to you was found soiled and partially torn on reaching you.
3. Your letter reporting that our consignment to you reached there in a damaged condition has caused us great concern.

भविष्य में सावधानी बरतने का आश्वासन दें :

4. To avoid inconvenience and annoyance to customers we have now engaged a packaging specialist.
5. We have now ordered special cases to ensure safe delivery of goods.
6. In all future consignments by rail the parcels will be specially reinforced, and this we hope will prevent any future damage.

नुकसान पहुंचे (खराब) माल के बारे में सुझाव

7. It will not be necessary for you to return the broken tumblers. They can be destroyed.
8. We realize the need to reduce your selling price for the damaged sweaters and readily agree to the special allowance of 10% which you suggest.
9. We will certainly replace the damaged items and have in fact already done so, replacements been sent by parcel today.

**घटिया माल की शिकायत का उत्तर**

**Reply to Complaint Re : Inferior Goods**

प्रारंभ में शिकायत पर खेद प्रदर्शित करें :

1. We very much regret to learn from your letter of 29th May that you are not satisfied with the pens supplied to your order No. 78.



2. We are in receipt of your letter of 29th May, and note with regret that you are not satisfied with the goods supplied to you as per your order No. 78 dated 2nd May.
3. We are sorry to hear from you that the goods supplied to you as per your order of 1st May are not as per your expectations.
4. Your letter of 3rd April complaining about the ball point refills supplied to your order No. 265 has caused us a good deal of concern.
5. We are very much disturbed at the complaint contained in your letter of the 2nd May regarding the quality of the goods supplied against your order.
6. We very much regret to learn that you are not satisfied with the quality of the goods supplied to your order of 25th May.

दोष दिलाने पर धन्यवाद करें :

7. We are nevertheless very glad that you brought the matter to our notice.
8. At the same time we are grateful to you for pointing this out to us.
9. Still we thank you for promptly reporting this to us.

स्पष्टीकरण—अगर संभव हो तो—हैं :

10. We ourselves have since tested a number of refills from the production batch you refer to and agree that they are not perfect.
11. We have inspected goods from the same batch and agree that they do not tally with your specifications.
12. On inquiry we have found that goods not tallying with the samples we sent you had indeed been despatched to you.

दोष दूर करने के लिये की गई कार्यवाही की सूचना दें :

13. The defects in the goods have been traced to a fault in one of the machines and this has now been put right.
14. We are arranging to send you 200 fountain pens to replace the unsold balance of 180.
15. We are rushing your order for Terene bushshirts in place of the cotton ones you received, and they are at present being fabricated.
16. As soon as further stocks come to hand we shall forward you a supply of smooth, well-finished titles to take the place of the defective books.
17. We have arranged for the immediate despatch of replacements.

खराब माल के बारे में सुझाव दें :

18. If you care to dispose of the inferior cloth at the best price obtainable for it, we will send you a credit note for the difference as soon as we hear from you.
19. The defective books may kindly be returned at our expense.



20. If you are able to keep those shirts in question we are prepared to give a special discount of 5% on them.

21. Please return the defective fountain pens to us, carriage forward.

उपर्युक्त कार्यवाही से पाठक के समाधान की आशा करें :

22. We trust the replacements that we are now sending will be to your satisfaction.

23. We apologise sincerely for the trouble caused to you, and will take all possible steps to ensure that such a mistake is not made again.

यदि शिकायत स्वीकार्य न हो तो वैसी सूचना दें :

24. We have investigated your complaint and regret to say that we could not find justification for it.

25. While we understand your problem we regret we cannot accept your suggestion to take back all the stock unsold from the batch about which you complain.

शिकायत स्वीकार न करने का कारण दें :

26. All our fountain pens are manufactured to be identical in performance and it is difficult to understand why some of those sold to your customers should have given trouble.

27. All our products are individually examined before being passed into store.

28. Our inspection department puts every product to stringent quality control tests and hence the number of defective items will be too small to need replacement of a whole consignment.

अविष्य को कार्यवाही का संकेत दें :

29. We will of course gladly replace any fountain pen found to be unsatisfactory, and on this particular batch are prepared to allow you a special discount of 5% to compensate for your trouble.

30. We must therefore refuse to accept the goods if returned, and shall have no alternative but to insist upon settlement in full in due course.

शिकायत को अस्वीकारने वाले पत्र का अंत इस तरह हो सकता है :

31. We trust you will accept this as being a fair and reasonable solution of the matter.

32. You will appreciate that no other course is open to us under the circumstances.

33. You will appreciate that we value your business and have tried to accommodate you to the greatest possible extent.

सामान्य ढंग से अंत इस प्रकार होगा :

34. We hope this will now settle the matter to your complete satisfaction.

35. We trust you will have no further cause to complain.



36. We regret the trouble we have caused you.
37. We trust the arrangements we have made will satisfy you and look forward to receiving your further orders.

हुई भूल पर शिकायत का उत्तर

### Reply to Complaint on Mistake

प्रारंभ :

1. Thank you for your letter of 13th June. It has given us the opportunity to put right a most unfortunate mistake.
2. We hasten to reply to your letter of yesterday and to apologise for the unfortunate mistake you pointed out.
3. We are grateful to you for pointing out the unfortunate mistake, which we accept.

अंत :

4. We apologise for any trouble our mistake may have caused you.
5. We apologise once more for the unfortunate mistake and have taken steps to prevent a repetition.
6. We very much regret having given you any cause to complain and assure you that we shall do all we can to put matters right.







## 25

### माल के यातायात संबंधी पत्र (LETTERS RE : TRANSPORT GOODS)

माल भेजने के चार आधुनिक तरीके हैं—ट्रक, रेल, समुद्री जहाज तथा हवाई जहाज, और यातायात का व्यवसाय करनेवाले 'फारवार्डिंग एजेंट' पूर्ण रूप से यातायात की कानूनी तथा टैकनिकल जानकारी रखते हैं. उनका पत्र-व्यवहार अधिकतर बने बनाए कार्य द्वारा होता है. लेकिन उत्पादक अथवा ग्राहक पूछताछ के पत्र भेजकर अपने माल के यातायात का प्रबंध कर सकता है. ऐसे पत्र में माल का स्पष्ट विवरण, उसकी मात्रा, प्रमाण आदि देकर यातायात की दर, समय आदि बातें पूछी जाती हैं और यातायात के दस्तावेज के बारे में स्पष्ट सूचना दी जाती है.

### फ्रेट की दरों के लिये जहाजरानी कंपनी को पत्र (संपूर्ण नमूना) (Letters to Shipping Company Re : Freight Rates)

Dear Sirs,

We would thank you to let us know the present freight rate for ready-made garments in cardboard cartons for shipment from Bombay to London.

We would also like to know the frequency for your sailings and the approximate time of the voyage.

Thanking you and awaiting your reply.

Yours faithfully,



फ्रेट की दरों के लिये जहाजरानी कंपनी को पत्र

**Letters to Shipping Co. Re : Freight Rates**

प्रारंभ में सामान के स्वरूप की जानकारी देकर दरों के बारे में पूछताछ करें :

1. Will you be kind enough to let us know the present freight rates for packaged woollen goods for shipment from Bombay to London ?
2. This is to request you to let us know the present freight rates at which you can ship packaged woollen goods from Bombay to London.
3. You are hereby requested to tell us the current freight rates for shipping packaged woollen goods from Bombay to London.

अंत में जहाज चलने का समय आवि का ब्योरा मांगें :

4. At the same time you may inform us of the frequency of your sailings as also the duration of the voyage.
5. Please also tell us about your sailing schedule as well as the time the voyage normally takes.
6. We are also interested in knowing the frequency of your sailings and the approximate time the voyage would take.

रोड ट्रान्सपोर्ट कंपनी से फ्रेट की दरों के बारे में पूछताछ

**Enquiring Freight Rates from Road Transport Co.**

प्रारंभ में माल का ब्योरा दें :

1. We wish to send 25 cases (wooden) of books, measuring 50 cm.  $\times$  50 cm.  $\times$  25 cm. to Bombay early next month.
2. We have to send to Bombay 10 wooden boxes of books, measuring one cubic metre each, on the 25th of this month.
3. We propose to despatch 10 cardboard cartons of ready-made garments, measuring 1 m.  $\times$  0.50 mt.  $\times$  0.25 mt., to Bombay on the 1st of the next month.

अब जो जानकारी चाहिये उसका ब्योरा दें :

4. So please let us have the following information per return.
5. Kindly therefore send us the following information by return of post.
6. Will the goods be collected from our office at the above address ?
7. Will the goods be delivered to the consignee at his factory or will he have to collect the same from your office ?
8. In how many days will the goods reach Bombay ?
9. What would be the freight and other charges, if any ?



माल भेजने के बारे में हवाई जहाज कंपनी को पत्र

### Letter Re : Transport of Goods to Airline

प्रारंभ में माल के बारे में बताएं :

1. We are sending through our representative 100 cases of mangoes for air cargo to London.
2. This is to inform you that we are despatching 50 baskets of green vegetables through our representative to be air freighted to London.
3. This is to let you know that we are sending 100 rose blooms packed in cellophane bags for air freight to London.

अब दस्तावेज की जानकारी दें :

4. All papers, duly completed, are enclosed.
5. Enclosed please find all necessary documents, duly completed.
6. We have completed all the papers and are enclosing them herewith.

अंत में बिल के बारे में सुझाव दें :

7. The freight bill for these cases should be sent to us in duplicate for payment in due course.
8. Please send us the freight bill in duplicate for payment.
9. You are requested to submit the freight bill for this cargo in duplicate for purpose of settlement.

फारवार्डिंग एजेंट को पत्र

### Letter to Forwarding Agent

प्रारंभ में पत्र की आवश्यकता बताएं :

1. We have a large number of in and out parcels every day.
2. We receive and despatch many parcels of goods every day.
3. You will be interested to learn that our business involves receiving and sending out a large number of consignments of goods every day.

अंत में आप जो चाहते हैं उसका उल्लेख करें :

4. We shall therefore appreciate your sending your representative to discuss with us the services you can render to us and your charges for the same.
5. So please let us know if you can handle this business as our clearing agent and what you will charge for your services.
6. We would thank you to let us know if you can act as our forwarding agent and your charges for the service.



**कारवडिंग एजेंट द्वारा शर्तों के संबंध में लिखा गया पत्र**  
**Letter from Forwarding Agent Re : Terms**

प्रारंभ में पत्र के अथवा प्रतिनिधि की मुलाकात के लिये धन्यवाद दें :

1. We thank you for your letter of 7th July.
2. This is to acknowledge with thanks receipt of your letter dated 7th July, 1977.
3. This has reference to the visit of your representative Mr. Kumar to our office on 4th May.
4. We are grateful to you for your receiving our partner Mr. Rao in your office last week.

अब शर्तों का ब्योरा दें :

5. We are pleased to state our terms as follows :
6. We are happy to give our terms below :
7. All goods will be collected from your factory for onward transportation by road or rail.
8. All inward parcels will be delivered at your office.
9. A sum of Rs. 10/- will be charged towards our service for each inward and outward parcel, subject to a minimum of 200 parcels every month.
10. Our service charge will be Rs. 5/- for every parcel, inward as well as outward, subject to a minimum of 300 parcels every month.
11. All bills submitted by us will be paid within 30 days.
12. All our bills will be payable on the 1st of every month.
13. These terms will be valid for a period of 6 months.
14. The validity period of these terms will be subject to negotiation.

अंत में शर्तें स्वीकार्य होने की आशा व्यक्त करें :

15. We hope you will find the above terms acceptable and favour us with your confirmation soon.
16. We hope these terms are acceptable to you.
17. Please confirm that these terms are acceptable to you.

**रेलवे को ओपन डिलीवरी के लिये पत्र**

**Letter to Rly. for Giving Open Delivery**

प्रारंभ में ओपन डिलीवरी का कारण बताएं :

1. Our representative Mr. Kumar has visited you for taking delivery of two parcels of books against PWB No. 226801 and found that the parcels were badly damaged.



2. We have to report to you that when our representative Mr. Shastri visited your office to take delivery of two parcels of ready-made garments against PWB No. 123459; he observed that they were in a damaged condition.
3. This is to say that the parcel of woollen goods received by you and addressed to us was found damaged and torn by our representative Mr. Man Mohan when he visited you to take delivery of them against PWB No. 384983.

इस प्रकार कारण बताते हुए, अंत में ओपन डिलीवरी मांगें :

4. We therefore request you to please give us open delivery of the parcels.
5. It is therefore requested that open delivery of the said parcels may kindly be given.
6. So please give open delivery of the damaged consignment.

कस्टम से माल छुड़ाने के लिये ट्रान्सपोर्ट कंपनी को पत्र

#### Letter to Carrier to release Goods from Customs

प्रारंभ में आयातित माल के वस्तावेज भेजने का ब्योरा दें :

1. We are enclosing a letter from British Airways together with invoice for 2 cases of ready-made garments received from London.
2. Herewith please find a letter from Pan American World Airways with invoice for a case of dress material received from the United States.
3. We are herewith sending you a letter from Air India together with invoice for 5 cases of dry fruits received from Kabul.

अंत में माल छुड़ाने का आदेश दें :

4. Please arrange to collect the same and deliver to us at our showroom.
5. Kindly make arrangements to collect it and for its delivery at our office address above.
6. Please collect it and send it to us at our emporium.







## 26

### वसूली के पत्र (COLLECTION LETTERS)

जो रुपये 'overdue' हो गये हैं उनकी अदायगी का अनुरोध करने के आशय से लिखे गये पत्र को "collection letter" कहते हैं, ऐसे पत्र के दो उद्देश्य होते हैं :

1. ग्राहक को रुपये देने के लिये राजी करना.
2. साथ साथ उसकी सद्भावना और उससे प्राप्त होने वाले बिजनेस को कायम रखना.

ऐसे पत्रों को पाठक को बुरा लगना बहुत संभवनीय होने के कारण इन्हें संयमशील रखने की आवश्यकता होती है, वास्तव में आरंभिक वित्तियां जितनी भी impersonal रखी जाए उतनी ही अच्छी. उनके लिये छपे हुए reminder फार्म का भी इस्तेमाल किया जा सकता है, उनके बाव ही व्यक्तिगत पत्र लिखें.

### वसूली का सामान्य पत्र (संपूर्ण नमूना) (Usual/Formal Collection Letter)

Dear Sirs,

Account No. P/234.

According to our records the above account, dated 15th November, 1977, has not yet been settled.

The enclosed statement shows the amount to be Rs. 2,500/- only.

We look forward to an early settlement of this account, and also to receiving your next order.

Yours faithfully,



## बसूली का सामान्य पत्र

### Usual/Formal Collection Letter

प्रारंभ में बकाये का स्मरण कराएं :

1. Our records show that your account No. L/123 dated 5th December, 1977 is yet to paid.
2. May we remind you that the above account has not yet been paid.
3. May we draw your attention to the fact that the above account in your name still awaits settlement.
4. According to the enclosed statement the outstanding amount is Rs. 1500/- only.
5. Please find enclosed a statement showing that the amount due is Rs. 3,650/- only.
6. The outstanding sum, according to our books, amounts to Rs. 1,000/- only.

अंत में शीघ्र अदायगी का अनुरोध करें :

7. We hope you will settle this amount at an early date and also favour us with your next order.
8. Early settlement of the account will be appreciated.
9. We trust you will not only settle the account at your earliest convenience but also place more orders.

## बसूली का पहला पत्र

### First Collection Letter

ध्यान आकर्षित करने हेतु मित्रतापूर्ण ढंग से प्रारंभ करें :

1. As you are usually quite prompt in settling your accounts, we wonder if there is any special reason why we have not received payment of the above account, which is already a month overdue.
2. May we call your attention to our outstanding account for Rs. 250/- only, settlement of which is now considerably overdue.
3. We shall be glad if you give attention to our account dated 5th March, 1977, which still remains unpaid.
4. We wish to draw your attention to our invoice No. PN/2041 for the sum of Rs. 3550/- only, which we have not yet received.
5. We notice that your account, which was due for payment on the 15th of last month, is still outstanding.
6. We are writing to remind you that we have not yet received the balance of our March statement, amounting to Rs. 150/- only, payment of which is now more than a month due.



7. In checking our accounts we find that there is a balance of Rs. 220/- due from you for purchases made in April, 1977.
8. We regret that since our last letter of 8th November enclosing an invoice for Rs. 3500/- only, payable on 28th November, we have not received any communication from you.
9. In looking over your account we note there still remains a small balance of Rs. 45/- only, now overdue for some time.
10. This is a friendly request, as we feel you have inadvertently overlooked our invoices of February and March in the amount of Rs. 105.75, now just a bit overdue.
11. We regret very much to write that we have not yet received the payment of our Hundi which fell due on 12th September, 1977.
12. As you have no doubt overlooked this bill we are bringing it to your attention.
13. We regret having to remind you that we have not received payment of the balance of Rs. 100.50 due on our statement for January, sent to you on 3rd February.

अदायगी के लिये सहायक इस प्रकार की बातें लिखें :

14. We think you may not have received the statement of account we sent you on 28th February, showing the balance of Rs. 85.00 as then owing, so we enclose a copy of it.
15. Since we have to balance our accounts and want to do it without further delay, we are enclosing a stamped, addressed envelope to make it easy for you to send your cheques by return of post.

अंत में अदायगी का अनुरोध करें :

16. We shall be glad if you will deal with the enclosed statement of account promptly.
17. We look forward to your remittance by return.
18. We hope to receive your cheque within the next few days.
19. We trust you will settle the amount expeditiously.
20. We hope the enclosed invoice may have your early attention.
21. Will you please inform us when we may expect payment.
22. Thank you in advance for giving this matter your prompt attention.
23. It will be highly appreciated if you will pay this balance promptly or inform us why you cannot do so.
24. We shall be pleased to receive your cheque in settlement of this account.
25. Kindly help us to bring your account up-to-date by paying the outstanding amount.
26. Please intimate us the date when you retired the Hundi ; so that we can write to your bankers for the payment.



## वसूली का दूसरा पत्र

### Second Collection Letter

इस पत्र का प्रारंभ मित्रतापूर्ण होते हुए भी दृढ़तापूर्ण हो :

1. Not having received any reply to our letter of 4th February requesting the settlement of the above account, we are writing again to remind you that the amount still owing is Rs. 195.60.
2. On 17th January we wrote reminding you that on 3rd December we sent you our statement for November, 1977, showing a balance of Rs. 205.50 outstanding and due for payment by 31st December.
3. We have not heard from you since we wrote on 11th April, about the unpaid balance of Rs. 120.75 on your account.
4. We do not appear to have had any reply to our request of 3rd September for settlement of the amount due on our invoice No. P-241 of 24th July.
5. We regret not having received a reply to our letter of 4th August reminding you that your account, already more than a month overdue, had not been settled.
6. We are at a loss to understand why we have had no reply to our letter of 27th May asking to you to settle the amount outstanding on our March statement.
7. We regret the necessity of again reminding you of our unpaid bill of Rs. 805.15, now nearly three months overdue.
8. We are sorry that we must again call your attention to your unpaid balance of Rs. 640/-, which has been due since February last.

कारण की पूछताछ व अदायगी का अनुरोध करें :

9. No doubt there is some special reason for the delay in payment and we should welcome an explanation and also your remittance.
10. As settlement of this account is now more than a month overdue, we must ask you either to send us your remittance within the next few days, or at least to offer an explanation of the delay in payment.
11. We have not so far pressed you for a settlement because of your past good record.
12. To regular customers such as you our terms of payment are 3% one month, and we hope you will not withhold payment any longer and make it necessary for us to revise these terms to your disadvantage.
13. We therefore look forward to receiving your cheque for the above amount.
14. We trust you will now attend to this matter without further delay.



15. We must now ask you to settle this account by return.
16. We regret we must now press for immediate payment of the amount still owing.
17. We hope it will not be necessary to send you any further reminders.
18. As the amount owing is considerably overdue, we shall be grateful to receive your cheque by return.
19. Kindly send us the remittance immediately, or explain any further delay.
20. We must insist that this matter now receive your immediate attention.

**वसूली का तीसरा पत्र**

### **Third Collection Letter**

प्रारंभ में पहले के पत्रों का उल्लेख करें :

1. We do not appear to have received any reply to our previous requests of 4th and 17th August for payment of the sum of Rs. 1110.35 still owing on your account.
2. It is very difficult to understand why we have not heard from you in reply to our two letters of 17th March and 4th April about the sum of Rs. 895.10 due on our January 1977 statement.
3. We are both surprised and disappointed not to have heard from you in answer to our two letters of 8th and 20th April reminding you of the balance of Rs. 2050.00 still owing on our statement of 31st March.
4. We note with surprise and disappointment that we have had no replies to our two previous applications for payment of your account.
5. We wrote to you on 2nd July and again on 24th July, concerning the amount owing to us on our invoice No. 125/023.
6. We have had no reply to our previous requests for payment of our invoice dated 15th October.
7. In spite of our having recently reminded you twice of your delinquent account we have not heard from you.
8. Your balance of Rs. 1750/- which dates back to November 1977 is still unpaid in spite of two reminders.

तुरंत अथवा निश्चित तिथि तक अदायगी का सुझाव दें :

9. It is with the utmost regret that we have not reached the stage when we must press for immediate payment.
10. We have no wish to be unreasonable, but we must insist on payment by 8th March.
11. As we have no wish to harm your credit and reputation we propose to give you until the end of this month to clear your account.



12. As our dealings over many years have been satisfactory we now give you ten days to settle this overdue account.
13. We still hope you will discharge this account without further delay.
14. Unless we receive your cheque in full settlement by the end of this month .....
15. Unless we receive your cheque in full settlement by 23rd of this month.....

कानूनी कार्यवाही की संभावना बताएं :

16. Failing remittance by this date I am afraid you will leave us no choice but to place the matter in other hands.
17. Failing any reply to this last request for payment I am afraid we shall have no choice but to take other steps to recover the amount due.
18. ———we shall have to consider seriously the further steps we ought to take to recover the amount due to us.
19. ———we shall instruct our lawyers to recover the amount due to us.
20. ———we shall take legal action.
21. We do hope you will save yourself the inconvenience and considerable costs of a legal action.
22. ———we shall be forced to reach the conclusion that the course left open to us resort to legal measures.
23. ———we shall be compelled to turn this matter over to our attorneys.
24. We hope you will not compel us to take the unpleasant step of handing over your matter to our solicitors.
25. ———we shall pass the matter on to our legal advisers for necessary action.



## अदायगी के पत्र (REMITTANCE LETTERS)

हर प्रकार के व्यवसाय में बहुत सारा पत्र-व्यवहार नित्यचर्या के ढंग का होता है, रुपये की अदायगी अथवा प्राप्ति की सूचना देनेवाले पत्र अधिकतर इस प्रकार के होते हैं. उसका ढाँचा भी अवसरों के अनुकूल होने के कारण उनको 'फार्म लेटर' कहा जाता है. फिर भी अगर अदायगी के बारे में कोई विवाद हो तो उसको पत्र में स्पष्ट रूप से लिखना आवश्यक होता है.

### प्राप्त माल के लिये पैसे भेजने का पत्र (संपूर्ण नमूना) (Letter Re : Remittance for Goods Received)

Dear Sirs,

We have pleasure in sending you herewith our cheque for Rs. 1,200 (Rupees one thousand two hundred only) in full settlement of your invoice No. 2021 of 2nd February, 1977.

We shall be happy to receive your acknowledgement of the same in due course.

Yours faithfully,

प्राप्त माल के लिये पैसे भेजने का पत्र

### Letters Re : Remittance for Goods Received

प्रारंभ में भेजी जाने वाली रकम और जिस माल के लिये इसे भेजा जा रहा हो उसकी पूर्ण जानकारी दें :

1. Please find herewith our cheque No. 568350 HB on Punjab National Bank for Rs. 2000 in full settlement of your invoice No. 3942 of 14th August, 1977.
2. We are happy to enclose with this letter our cheque for Rs. 500/- in full settlement of your invoice No. 342 of 3rd March.
3. Enclosed is our cheque for Rs. 250/- in full settlement of your invoice No. 12 dated the 1st of this month.

अंत में रसीद भेजने का अनुरोध करें :

4. Kindly acknowledge receipt.
5. Please send your acknowledgement in the normal course.
6. Receipt of the cheque/amount may kindly be acknowledged.

अगर अदायगी पूर्ण नहीं है तो प्रारंभ के वाक्य में पूर्ण भुगतान के स्थान पर आंशिक भुगतान लिखकर आगे बकाया भेजने का आश्वासन दें :

7. We hope to let you have a cheque for the balance next month.



8. Kindly bear with us till next month for the remainder.
9. We trust you will not mind waiting for a couple of weeks, during which period we expect to send you a cheque for the outstanding amount.

रसीद का पत्र

### Acknowledgement of Remittance

प्रारंभ में अदायगी पर धन्यवाद दें :

1. Thank you very much for your cheque for Rs. 400/- in full settlement of our invoice No. 1122 of 21st December.
2. This is to acknowledge with thanks receipt of your cheque for Rs. 850.75 in full settlement of our invoice No. 521 of 7th May.
3. We are thankful to you for the cheque for Rs. 750.50 that you have sent in full settlement of our invoice No. 150 of 15th March, 1977.

अब पत्र के साथ रसीद भेजने के बारे में जानकारी दें :

4. We are pleased to enclose herewith our official receipt for the amount.
5. Please find herewith our receipt for the same.
6. Our receipt for the amount is enclosed.

अंत में अधिक व्यावसायिक संबंध की कामना प्रकट करें :

7. We now hope to be favoured with more orders.
8. May we now expect that you will favour us with further orders.
9. We trust that the promptness with which we executed your order will encourage you to place more orders with us.

हिसाब स्वीकार न करने का पत्र

### Letter Disputing an Account

प्रारंभ में प्राप्त हिसाब स्वीकार्य न होने की जानकारी दें :

1. We have received your statement for October, but are returning it herewith, as it does not agree with our books.
2. Kindly find herewith your statement for last month, which we are returning as it does not tally with our books.
3. We regret we have to return herewith your statement for the month of May, as it does not agree with our books.

इसके पश्चात् हिसाब की गलती का ब्योरा दें :

4. You have charged us Rs. 20 a dozen for 8 dozen ball pens, while your quotation was for Rs. 19.50 per dozen.



5. In this statement you have charged us for 20 kurta-pyjama sets while we had ordered and received 15.
6. The item of 6 boxes of ladies' lace handkerchiefs seems to have been charged to our account in error, for we have no trace of them.

अंत में गलती सुधार कर संशोधित हिसाब भेजने का अनुरोध करें :

7. We shall be obliged if you will look into this matter and let us have the corrected statement.
8. Kindly make the necessary corrections in the statement and return.
9. Please check up at your end and let us have the corrected statement for purpose of payment.







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### बिल ऑफ एक्सचेंज (BILL OF EXCHANGE)

बिल ऑफ एक्सचेंज का अर्थ है रुपये की अदायगी का आदेश. ये बिल दो देशों के बीच चलनेवाले व्यापार के लिए प्रयोग होते हैं. जब यह बिल एक व्यक्ति की तरफ से दूसरे व्यक्ति को विदेश भेजा जाता है तब भेजनेवाला व्यक्ति बिल में यह आदेश देता है कि बिल जिस व्यक्ति के कब्जे में हो उसको अथवा उसमें जिसका नाम लिखा हो उसको एक विशिष्ट तारीख तक एकम अदा की जाय. ऐसे पत्र का ढांचा साधारणतया बना-बनाया—फार्म लेटर जैसा होता है.

### विक्रेता का विदेशी ग्राहक पर बिल ऑफ एक्सचेंज (संपूर्ण नमूना) (Bill of Exchange)

From Seller to Buyer Abroad

Dear Sirs,

Confirming our letter of 2nd March and having verified your account for the cotton consignment by S. S. Jal Bharat, we have to advise you that we have today drawn on you for £ 200 at two months' sight.

We trust you will honour the documents on presentation to the debit of our account.

Yours faithfully,



## बिक्रेता का विदेशी ग्राहक पर बिल ऑफ एक्स्चेंज

### Bill of Exchange

### From Seller to Buyer Abroad

प्रारंभ में बिल की रकम और अवधि की सूचना दें :

1. In confirmation of our letter of 2nd March, we are happy to say that we have verified your account for the consignment of shoes by S.S. Jal Vihar and now advise you that we have drawn on you today for £ 200 at two months' sight.
2. With reference to our letter of 2nd March, we have verified your account for the consignment of ready-made garments and would like you to be advised that we have today drawn on you for £ 200 at two months' sight.
3. Confirming our letter of 2nd March we are glad to say that having verified your account for the Rice consignment by S. S. Jal Seva, we have drawn on you for £ 200 at two months' sight.
4. We confirm having drawn on you a Bill of Exchange for US \$ 500-00 against goods despatched to you by AWB No .....and under our Invoice No.....dtd..... (AWB—Air Way Bill)

अंत में ड्राफ्ट के स्वीकार किए जाने का अनुरोध करें :

5. We hope the draft will be honoured on presentation and our account debited accordingly.
6. Kindly honour the draft when presented and debit our accounts accordingly.
7. We hope you will accept the draft on presentation to the debit of our accounts.

## ड्राफ्ट के स्वीकार किए जाने का पत्र

### Letter Accepting Draft

प्रारंभ में ड्राफ्ट की स्वीकृति की जानकारी दें :

1. With reference to your letter of 15th April, we are pleased to inform you that we have accepted your draft for £ 200.
2. In reply to your letter dated 21st March, 1977 we are happy to let you know that we have accepted your draft for £ 150.
3. In response to your letter of 18th December we are glad to write you that your draft for £ 125 has been honoured by us.

अब ड्राफ्ट पेश करने की सूचना दें :

4. The said draft has been duly presented and honoured to the debit of your account.
5. We have duly presented the draft and honoured it, debiting the same to your account.



6. Kindly be informed that the draft was duly presented and honoured to the debit of your account as per your instructions.

**ग्राहक का विक्रेता को ड्राफ्ट के लिए पत्र**

**Letter Re : Draft from Buyer to Seller**

**प्रारंभ में माल की बिक्री का ब्योरा दें :**

1. From the account of Sales enclosed you will observe that we have been able to dispose off the goods supplied by you for Rs. 550, and after allowing for expenses and commission there remains a balance of Rs. 400/- in your favour.
2. We are happy to report as per Account Sales enclosed that we could dispose off your goods for Rs. 1500, out of which a balance of Rs. 1250/- remains in your favour after deduction of expenses and commission.
3. As you will gladly note from the accompanying Account Sales, it has been possible for us to sell the goods you supplied us for Rs. 1000, out of which sum, after allowing for expenses and commission, a balance of Rs. 750/- remains in your favour.

**अंत में ड्राफ्ट का अनुरोध करें और अवधि बताएं :**

4. We now ask you to draw on us under advice for this sum at thirty days, when we should be pleased to honour your draft.
5. So kindly draw on us for this amount at thirty days, under advice to us, when we shall be happy to honour your draft.
6. You are therefore requested to draw on us under advice for this sum at 30 days' sight, when we shall gladly honour your draft.

**ड्राफ्ट के लिए अनुरोध का उत्तर**

**Reply to Letter Re : Draft**

**प्रारंभ में बिक्री का ब्योरा भेजने के लिए धन्यवाद दें :**

1. We thank you for your letter of the 3rd April with the Account Sales.
2. Thank you for the Account Sales that you have sent with your letter of 13th August.
3. This is to acknowledge receipt of your letter of 5th May, as also the Account Sales.

**अब बिक्री के दस्तावेज ठीक होने की स्वीकृति दें :**

4. This having been examined was found in order.
5. We have examined it and have found it in order.
6. On examination the document has been found in order.



अंत में ड्राफ्ट की सूचना दें :

7. We have accordingly drawn on you through the Dena Bank for Rs. 500/- at thirty days' sight.
8. Accordingly we have drawn on you for an amount of Rs. 750/- through the Central Bank at 30 days.
9. So please be advised that we have drawn on you through the Bank of India for the sum of Rs. 900/- at 30 days' sight.

कलेक्शन के लिए बिल भेजने का पत्र

**Letter Re : Bill for Collection**

प्रारंभ में ड्राफ्ट का ब्योरा दें :

1. We are pleased to enclose the following drafts for favour of collection :  
Rs. 559—at sight on Rao & Co.  
Rs. 300—for 25th May on Shastri Brothers.  
Rs. 700—for 6th August on Soni & Sons.  

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Rs. 1,550—payable in Bombay.
2. Kindly find enclosed the following drafts for favour of collection :
3. We are herewith sending the following drafts for favour of collection as per details given below :

इसके बाद क्रेडिट का अनुरोध करें :

4. We shall be obliged if you would credit the proceeds to our accounts, and advise us of receipt by return.
5. Kindly credit us with the proceeds and intimate receipt to us by return of post.
6. We thank you in advance to credit the proceed to our accounts and inform us of receipt by return of post.



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### व्यावसायिक परिपत्र (BUSINESS CIRCULARS)

जब एक ही जानकारी बहुत सारे लोगों को देनी होती है तब सर्कुलर लेटर भेजा जाता है। महत्वपूर्ण व्यावसायिक घोषणाएं करने के लिये—जैसे नयी दुकान अथवा शाखा खोलना, नया पार्टनर लेना, पुराने पार्टनर की मृत्यु आदि में—सर्कुलर लेटर उपयुक्त होता है, विज्ञापन जैसा होते हुए भी सर्कुलर लेटर चुने हुए लोगों को भेजा जाता है, इसलिये उसको 'पर्सनल पत्र' दिया जा सकता है।

सर्कुलर लेटर लिखते समय निम्नलिखित बातों का ध्यान रखें :

१. पत्र छोटा रखें, अन्यथा वह पढ़ा नहीं जायगा।
२. पहले परिच्छेद में तो पाठक का ध्यान आकर्षित कर लें।
३. पत्र को 'पर्सनल रूप' देकर आकर्षक बनाएं।

### नये व्यवसाय के प्रारंभ का परिपत्र (संपूर्ण नमूना) (Circular Announcing Opening of New Business)

Dear Sir/Friend,

We are happy to announce that we are opening a ready-made garments stores at the above address on Vijaya Dashmi Day.

Our ten years' experience of the trade, more especially as buyers for the well-known Nu-look Garments Emporium of New Delhi, will ensure that goods supplied are high in quality and reasonable in price.

The stores will open at 10.00 A.M. on the auspicious day mentioned above, and as a special inauguration offer a discount of ten per cent will be allowed on all purchases made on the first day.

We hope we may look forward to your visit on this day.

Yours faithfully,



## नये व्यवसाय के प्रारंभ का परिपत्र

### Circular Announcing Opening of New Business

प्रारंभ में नये व्यवसाय की घोषणा करें :

1. I am happy to announce that I am opening a general stores at the above address on Diwali Day.
2. We have great pleasure in announcing that we are setting up a TV repair centre at the address given above on the auspicious day of Janmashtami.
3. I am pleased to say that I shall open a radio shop at No. 5, New Road, Delhi on New Year's Day.

अब अपनी योग्यता की जानकारी दें :

4. I have been in this business for ten years and have a full idea of customer requirements in this filed.
5. My experience in this trade as a representative of M/s India Sales Corporation will help me serve customers efficiently and promptly.
6. As Technical Supervisor of Fairview Television Company I have thorough knowledge of TV sets and am quite familiar with all makes.

अब नयी दुकान के बारे में लिखें :

7. The stores will open at 10 in the morning.
8. The opening ceremony of the stores will take place in the morning at 10 o'clock on the day mentioned above.
9. We are offering inauguration discounts of 5% on all first-day purchases.
10. Attractive gifts will be offered on all first-day purchases above Rs. 50/-.

अंत में पधारने का निमंत्रण दें :

11. We look forward to your patronage.
12. I hope you will visit the shop on the opening day.
13. May I invite you to avail of the inauguration discount ?
14. We await your visit with pleasure.

## नयी शाखा का परिपत्र

### Circular Re : New Branch

प्रारंभ में नयी शाखा की सहर्ष सूचना दें :

1. We have great pleasure in announcing that on 1st January we are opening a new branch and showroom at 15, Nehru Place, New Delhi.



2. We are pleased to inform you that the growth of our business has made it advisable for us to open a branch for the special service of our customers in Maharashtra.
3. Owing to the large increase in the volume of our trade in North Bombay we have decided to open a branch in Dadar.
4. We are happy to say that our new stores at No. 9, South Extension Market, New Delhi will be officially opened on March 15 by the Mayor.

नयी शाखा खोलने का कारण बताएं :

5. Although we feel we have provided you with efficient service in the past, the establishment of a branch in your part of the city will result in your orders and inquiries being dealt with more promptly.
6. Although we have in the past served you with efficiency we feel sure you will appreciate our wish to give you still better service by means of a branch in your city.
7. With a new branch near you, you can now rely on receiving very prompt attention to your orders.

नयी शाखा का व्योरा दें :

8. Mr. Sunil Kumar will be in-charge.
9. The new branch will open on 15th April, and from that date all orders and enquiries should be sent to Mr. Sunil Kumar at 18, Laxmi Road, Poona instead of to our Bombay office.
10. Our new branch will be situated at 30, Gandhi Road, and will start functioning on 1st May.
11. Mr. Prem Prakash, who was for many years at our head office in-charge of the wholesale division, is the head of the new branch.

व्यावसायिक संबंध बने रहने की आशा व्यक्त करें :

12. We take this opportunity to express our thanks for your custom in the past and hope the new arrangement will lead to still higher standards in the service we provide.
13. We would welcome a visit by you to our new stores.
14. From this date we should be very glad to receive all your orders directly at the Poona branch.
15. At this new branch we hope to receive your orders as usual for prompt delivery.
16. We thank you for your patronage in the past and assure you that we shall always aim at giving you our very best attention.
17. So in future please send your enquiries and orders to our Agra branch instead of sending them direct to our head office in New Delhi.



## व्यवसाय खरीदने का परिपत्र

### Circular Re : Acquisition of a Firm

प्रारंभ में खरीद की सूचना दें :

1. We are pleased to inform you that we have acquired the firm of M/s Beauty Products Co., from the 1st of this month.
2. We have recently purchased the sole interest in the silk Sari business carried on by M/s Mysore Sari Emporium at 15, Main Road.
3. We are happy to announce that the well-known beauty aids stores, M/s Cosmetics Corner of Sunder Market, has been purchased by us on the 1st of this month.

अपने बारे में जानकारी दें :

4. It has been our good fortune to be connected with this line for many years and to become acquainted with the special requirements of its customers.
5. Our first-hand knowledge, together with the infusion of additional capital, places us in a position to offer eminently suitable goods and meet the most exacting requirements.
6. We have been in this business for a number of years and have acquired the necessary expertise to run it with efficiency.

नयी व्यवस्था का ग्योरा दें :

7. Not only shall we trade under the old name but we shall also make every effort to adhere to the old policy of sound service on which the success of the firm has been built.
8. The business will be transferred to a new department in our main store in Connaught Circus, New Delhi, with Mr. Sushil Kumar in-charge as departmental manager.
9. Mr. Sushil Kumar was the General Manager of the old firm and his intimate knowledge of the ready-made garments business, acquired during a lifetime spent in the trade, will continue to be at your disposal.

नए आकर्षण बताएं :

10. We have completely renovated the premises of the old firm and spent a considerable amount on pleasing decor.
11. The beautiful and varied stock we have taken over will be offered at greatly reduced prices in a special sale commencing on Monday, 8th November.
12. We propose to offer the old stock in a bargain sale next week on very attractive terms.



पधारने का अनुरोध करें :

13. We hope you will be good enough to extend your cooperation a usual.
14. We trust you will be among those customers of the former firm who will visit the new department to take advantage of some of the many bargains that will be available.
15. We are sure that even under the new management this firm will continue to receive your generous support.

पता बदलने की सूचना

### **Notice of Change of Address**

प्रारंभ में नयी जगह की सूचना दें :

1. We are happy to inform you that we have been fortunate in acquiring new office premises in Nav Niwas Colony.
2. We have pleasure in informing you that the offices of Gorgeous Garment Company, Ajmeri Gate, Delhi have been shifted to 5/6, WEA, Ajmal Khan Road, Karol Bagh, New Delhi.

नयी जगह के बारे में लिखें :

3. The shift is due to the fact that the steady growth of our business had made an early move to new and large premises necessary.
4. The site served by excelled transport facilities, enabling deliveries to be made promptly.
5. The new premises also provide scope for better methods of production that will increase output and also improve still further the quality of our products.
6. The new site is in the heart of the city and is within easy reach by rail and road.
7. Transport has now become easier and early deliveries are ensured.

अधिक अच्छी सेवा का आश्वासन दें :

8. We hope to serve you better with these improvements.
9. We hope that the improvements in service which we confidently expect to be able to offer you when the new factory moves into full production will lead to even further business between us.

बलीयरेन्स सेल का परिपत्र

### **Announcement Re : Clearance Sale**

प्रारंभ में सेल की सूचना दें :

1. We beg to advise you that our spring sale will open on March 15th, and enclose a catalogue of some great bargains that will be offered.



2. As from Monday, 1st September, we are holding a closing-down sale.
3. We are holding a clearance sale of our old stocks for a week from Monday, February 14.

सेल के आकर्षणों के बारे में लिखें :

4. All stocks will be cleared regardless of cost.
5. There will be substantial reductions in all departments, and in some cases prices will be marked down by as much as one half.
6. Prices have been reduced in some cases by over 50% and in all departments exceptional opportunities are offered of obtaining high class goods at prices far below cost.
7. All goods offered in the sale are in every way up to the high standard of quality on which our reputation is based.
8. Stocks to be cleared are unrivalled for both variety and quality.

सेल के लिये निमंत्रण दें :

9. As the sale is likely to be well-attended we hope you will make it a point to visit the stores as early as possible during the opening days.
10. During the first few days of the sale you will find many bargains at unbelievably low prices.
11. We hope you will be able to pay us a visit during the sale and make your own selections.
12. In case you are unable to pay a visit we shall be happy to reserve for you any goods upto the amount of our stocks ordered from the enclosed catalogue to be despatched on February 1.
13. Assuring you always of our best attention and awaiting your orders ..

**पार्टनर की सेवा-निवृत्ति का परिपत्र**

**Circular Re : Retirement of Partner**

प्रारंभ में सेवानिवृत्ति की सूचना दें :

1. We regret to inform you that our senior partner, Mr. Rajaram Shastri, has decided to retire on 31st March next.
2. We regret to announce that Shri Prakash Chandra, our valued partner and colleague, has found it necessary to decide upon his retirement from this partnership.
3. We are sorry to announce the retirement from this firm of our valued partner Mr. Man Mohan.

सेवानिवृत्त पार्टनर के बारे में लिखें :

4. Because of ill-health for some time past Shri Kumar had not been taking an active part in the management of the partnership.



5. Shri Das will, however, continue to act in an advisory capacity.
6. It is a cause of great regret to us that we are thus to lose the benefit of the ability and experience of one of our oldest partners.
7. Mr. Varma has had to take this decision on account of old age and continued ill-health.

व्यवसाय में फर्क न पड़ने देने का आश्वासन दें :

8. The withdrawal of his capital by Mr. Shastri will be made good by contributions from the remaining partners and the amount of the firm's capital will therefore remain unchanged.
9. The firm will continue to trade under its present title of Shastri, Kumar & Co., and there will be no change in its established policy.
10. The business will be conducted as it has been in the past.
11. The deficiency caused by the withdrawal of Shri Kapur's capital has been made up by contributions from the remaining partners, and the firm has thus regained its original state of adequate capitalization.
12. No further change will be made in the constitution of the firm, its name, or its policy.

भविष्य में व्यावसायिक संबंध बने रहने की आशा प्रकट करें :

13. We trust that the confidence you have shown in the firm in the past will not in any way be diminished by the altered arrangement and that we may rely on your continued custom.
14. We shall certainly do everything possible to ensure that the firm's present standards of service are maintained.
15. You may depend upon us to maintain our former high standards of service.
16. We take this opportunity to thank you for your custom in the past and hope we may count on your continued support.
17. We thank you for your confidence in us in the past and trust that you will give us an opportunity to prove that our present standards will be fully maintained.
18. We assure you that the same care and prompt attention will be given to your orders as in the past.

**नया पार्टनर लेने का परिपत्र**

**Circular Re : Admission of New Partner**

प्रारंभ में नये पार्टनर की सूचना दें :

1. We take pleasure in announcing the admission of Mr. Bharat Bhushan as a partner.



2. We are pleased to advise you that we have this day admitted Shri Krishna Chandra to our partnership.
3. We are pleased to inform you that we have now admitted Mr. Ramnath as a partner.
4. It is a matter of happiness for us to inform you that we have just taken Shri Raj Kishor into partnership.
5. We are glad to inform you that as from the 1st of the next month Mr. Bhaskar Rao, our General Manager, will become a partner in this firm.

नया पार्टनर लेने का कारण बताएं :

6. The new admission has become necessary following the death of my friend and partner Mr. Dhan Raj.
7. The new admission has been due to the fact that a large increase in the volume of our business has made an increase in the membership of the firm necessary.

नये पार्टनर के बारे में लिखें :

8. Mr. Prakash has been our General Manager for the past ten years and is well acquainted with every aspect of the firm's policy.
9. Mr. Anand's expert knowledge and wide experience will continue to be of great value to the firm.
10. Mr. Verma has been associated for many years with this business in various responsible capacities.
11. We are confident that Mr. Pandit will exert all his abilities to further the interests of the firm.
12. A specimen of Mr. Sharma's signature is given below :

इसके आगे "व्यवसाय में फर्क न पड़ने का आश्वासन" और "भविष्य में व्यावसायिक संबंध बने रहने की आशा" इन भागों के लिये उपयुक्त वाक्यों के नमूने "पार्टनर की सेवानिवृत्ति पर लिखे जानेवाले परिपत्र" में दिये गए हैं.

पार्टनरशिप से प्राइवेट कंपनी बनाने का परिपत्र

**Circular Re : Conversion Partnership to Private Ltd. Company**

प्रारंभ में बदलने की सूचना दें :

1. The need for additional capital to finance the considerable growth in the volume of our trade has made it necessary to reorganise our business as a private company.



2. We are pleased to inform you that we have decided to convert our firm into a private limited company with a view to raise the necessary capital in order to expand our business.
3. We are happy to inform you that we are converting our business into a private company with limited liability so that we could serve you still better.

नए नाम आदि का ब्योरा दें :

4. The name of the new company which will come into existence as from the 1st of October 1977 will be "Nav Bharat Co. (P) Ltd."
5. The new company has been registered, with limited liability, under the name of "Patel & Desai Ltd."
6. The new company will come into being on the 1st of the next month and has been named "Fashion Wear Co. (P) Ltd."

भविष्य के लिये आश्वासन दें :

7. Although the constitution of the business has been completely changed, we wish to stress that it is in name only.
8. The nature of the business will remain exactly as before and there will be no change in business policy.
9. The personal relationship that has been a marked feature of our dealings with customers in the past will be maintained.
10. We shall continue to do our utmost to ensure that you are completely satisfied with the way in which we handle your future orders.
11. We wish to assure all our customers that so far as their interests are concerned, the change will be only in name.
12. We take this opportunity to assure you that you will receive the same care and attention in the execution of your orders as in the past.
13. I hope you will continue to extend your valuable support.







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## एजेन्सी पत्र-व्यवहार (AGENCY CORRESPONDENCE)

किसी भी व्यवसाय की वृद्धि में आजकल एजेंट का बहुत योगदान रहता है. केवल अन्य शहर में ही नहीं अन्य प्रान्तों और अन्य देशों में भी भिन्न भिन्न प्रकार के एजेंट व्यवसाय फैलाने में सक्रिय भव कर रहे हैं. एजेन्सी व्यवसाय की शर्तें भिन्न भिन्न प्रकार की होने के कारण एजेंट की नियुक्ति करते समय अथवा एजेन्सी लेते समय इन शर्तों का स्पष्ट विवरण एजेन्सी पत्र व्यवहार में अत्यावश्यक है. लोकल एजेंट से लेकर विदेशी एजेंट तक सबका आधार कमीशन होता है, अतः इस कमीशन की मात्रा और अन्य शर्तों की यथार्थ मान्यता दोनों ओर के पत्रों में होनी चाहिए.

### एजेन्सी के लिए आवेदन-पत्र (संपूर्ण नमूना) (Application for Agency)

Dear Sirs,

With reference to your advertisement in the Times of India, Bombay, stating that you require an active agent for securing orders for your books in Bombay, I offer my services for the job.

On the basis of my long experience of the book trade and good connections with dealers I can assure you that our cooperation will be mutually beneficial.

I represent many leading publishers and have three representatives in different parts of the city, all of whom would push the sale of your publications.

As for terms I may say that all my suppliers offer me 10% commission, and I would expect the same from you.

I can give you many first class references, but in particular M/s Book Centre, Dadar, Bombay would provide you with any information you might desire concerning my status etc.

Please inform if my proposal is acceptable to you. I look forward to your reply.

Yours faithfully,



## General Agency Application

प्रारंभ

1. We should be glad if you would consider our application to act as agents for the sale of your footwear.
2. We are acting as agents for a number of Bombay publishers and are wondering whether your firm is represented in Madras.
3. We take this opportunity to offer our services as agents for the sale of your products in this city.
4. Being agents for several reputed concerns, we take this opportunity to convey our desire to represent your Company, as well.

अंत

5. If you given us this agency contract we shall spare no efforts to further your interest.
6. We hope our handling of your first order will lead to a permanent agency contract.
7. I hope to hear favourably from you and feel sure not to have any difficulty in arranging the terms.
8. If desirable we can give you several first class references.
9. We anticipate no problem in settling the terms and conditions for such business.

स्थानीय एजेंट की नियुक्ति

## Appointment of Local Agent

प्रारंभ में नियुक्ति की सूचना दें :

1. We thank you for your letter of 5th October and have decided to entrust to you our agency for Delhi.
2. We take pleasure in informing you that following your discussions with our representative we have appointed you our agent for Bangalore from the 1st of next month.
3. Having carefully taken into consideration the agency terms you offer and the references you have provided we are pleased to appoint you our agent for Mathura for a trial period of one year.
4. We are pleased to inform you that after a careful scrutiny of your application and record it has been decided to appoint you our agent next the 1st of Jan. 1980.

नियुक्ति और समझौते के दस्तावेज :

5. We have put all our conditions, including the terms for commission, in a formal agreement duly signed by us, which is sent herewith for your counter signatures.



6. If the terms of the said agreement meet your approval, we request you to return us the duplicate copy duly signed by you.
7. Below we recall the terms and conditions which our representative has already discussed with you and to which you have agreed.

अंत में व्यावसायिक संबंध का प्रारंभ करें :

8. In the hope that the enclosed draft agreement will receive your consent we quote you our present prices, which are as follows :
9. We have already had business relations with a couple of firms in your city, whom we are now intimating about your appointment as our agent.
10. We now look forward to a developing business relationship of benefit to both parties.
11. We now request you to let us have your plans and programme to organise sales during the first six months in your district.

### एजेंसी की स्वीकृति का पत्र Acceptance of Agency

प्रारंभ में स्वीकृति का उल्लेख करें :

- 1 We thank you for your letter of 9th March, along with copies of your standard form of agency agreement and are happy to convey our acceptance of your agency.
2. We have received your form of agency agreement and are happy to return it with our signature.
3. We are pleased to say that we have gone through your terms and conditions for agency and accept them to become your agent in this region.
4. Thank you for your letter of 3rd October offering us the sole agency in Haryana for your products.
5. We thank you for offering us the agency in Bangalore for your products and appreciate the confidence you have placed in us.

अन्य काम की बातें लिखें :

6. We have also received your catalogue, which covers an extensive range of interesting titles.
7. We feel that the prospects of many of your publications are very good, especially because they are suitable for use in schools and colleges as well.
8. We propose to incur an initial expenditure of Rs. 1,000/- on advertising and will back it with active campaigning through our sales staff.
9. We are now sending a circular to prospective customers in this region informing them about our appointment as your agents.



अंत इस प्रकार हो सकता है :

10. We thank you for giving us the first opportunity to take up your agency here.
11. As your proposed terms are satisfactory to us we have pleasure in returning one copy of the contract, duly signed.
12. We now look forward to the development of a mutually beneficial business relationship between us.
13. We already represent several other manufacturers and assure to give you similar services.
14. We accept your terms and conditions as set out in the draft agency agreement and look forward to a happy and successful working relationship with you.

सोल एजेंसी के लिए पृष्ठताछ

### **Inquiry for Sole Agency**

प्रारंभ में आवश्यकता की जानकारी दें और पेशकश करें :

1. We have seen your advertisement in today's Times of India offering sole agency of your products in Bombay, and would like to cooperate with you in this connection.
2. We have seen your machine tools in recent exhibition in this city and would like to handle your merchandise in the capacity of sole agents for this state.
3. We recently attended a photo goods exhibition here and were impressed with the high quality of your products ; so if, as we believe, you are not already represented here, we would be interested in acting as your sole agents for this state.

अपने बारे में जानकारी दें :

4. As leading distributors with more than ten years' standing in the garment trade we have very good knowledge of the market in this region.
5. Through an active sales organisation we have established good contacts with leading retailers.
6. We handle several other agencies but, in non-competing lines.
7. If our proposal interests you, we can supply first class references from manufacturers in this state.
8. We are well-known distributors with over fifteen years' standing and branches in most of the principal towns of Gujarat.
9. We have the knowledge of local marketing conditions, the experience and the resources necessary to bring about a marked development of your trade in this state.



अच्छे बिजनेस की आशा करें :

10. We have seen your catalogue and are convinced that there is a promising market for your products here in Karnatak.
11. We are sure your products would have a good sale in these parts.
12. We feel sure that if you gave us an opportunity to represent you we would be able to introduce your firm to many institutions which may not be having dealings with you at present.
13. We are confident that with your quality of products and our selling organisation, we can make a grand success of achieving the sales target for this year.

अंत में पारस्परिक सहयोग की आशा व उत्तर की अपेक्षा व्यक्त करें :

14. We firmly believe that an agency for marketing your products in Poona would be considerable benefit to both of us and look forward to the acceptance of our proposal.
15. We assure you that our handling of your products as sole agents for the territory of Maharastra would be to the advantage of both of us.
16. We are convinced that our status as your sole agents in this State would be to the immense advantage of both parties.

सोल एजेंसी की पूछताछ का उत्तर

### Reply to Inquiry for Sole Agency

प्रारंभ में पूछताछ के लिए धन्यवाद दें :

1. We thank you for your letter of 22nd November and pleased to hear that you interested to undertake the sales of our products.
2. We were happy to learn that in your considered opinion there are good prospects for the sale of our products in your State.
3. We have received with thanks your letter of 8th April and are pleased to learn that you like our kitchen appliances.
4. We thank you for your letter of Nov. 24, and the interest you have expressed in our Organisation.

अधिक विचार-विमर्श की आवश्यकता पर बल दें :

5. We have not yet decided about a sole agency for Maharashtra, but if your representative calls on us when he is in Delhi we would be glad to discuss with him the possibility of coming to an arrangement with you.
6. Perhaps you would like to give us some idea of the terms on which you would be willing to act as our agent.
7. A rough estimate of the amount of stock you could hold at a given time would be welcome.



8. We are an expanding company and interested in a chance to develop our trade in your region.
9. We would certainly like to get in touch with your representative, when he is in town, to discuss all the prospects in details.

अंत में अन्य संबद्ध बातें लिखें :

10. Meanwhile we take pleasure in sending you our catalogue and price lists giving detail of discounts.
11. Meanwhile, your representative may visit our factory while he is here and see for himself the quality of the materials and workmanship we put into our products.
12. Meanwhile, we would be pleased to supply you with an initial order at quoted prices against a sight draft at 30 days after booking of the goods.
13. We, in the meanwhile, request you to send us your detailed record of sales performance for the past two years.

**एजेंट से अधिक कमीशन की मांग**

### **Agent's Request for More Commission**

प्रारंभ में मांग की सूचना दें :

1. We would be glad if you consider some upward revision in our present rate of commission.
2. We write this letter to say that in our considered opinion an increase in our commission has become necessary.
3. We trust you will agree with us that the present condition of the business justifies an increase in the percentage of commission we receive from you.
4. In view of the present conditions of the market we request you for an increase in the rate of commission.

मांग की आवश्यकता का विवरण दें :

5. Marketing your goods has proved to be more difficult than expected when we undertook to represent you.
6. Since we undertook your agency many competitors have entered the market and established themselves.
7. As a result of greatly increased competition we have been able to hold our own only by putting pressure on our salesmen and increasing our expenditure on advertising.
8. We do not think we should be expected to bear the whole of the additional cost without compensation in some form.



9. Although your new line is attractive, your competitors are firmly established in this market and it will be a hard fight to win business in face of such opposition.
10. As my sales efforts on behalf of your products will now mean considerable additional outlay I must ask you to bear part of the increased costs.

अंत में अधिक कमीशन मिलने की आशा प्रकट करें :

11. We feel the compensation from your side could most conveniently take the form of an increase in the rate of commission by 2%.
12. We suggest an increase of 2% in the commission after carefully calculating the increase in our selling costs.
13. Under the circumstances we do hope you will accept an upward revision in our existing arrangements in regard to commission.
14. The way out of this situation would be for you to allow me an increased commission on the sale of your products.
15. I shall be pleased to hear what you have to suggest in this direction.
16. We rely on your giving our suggestion sympathetic attention.
17. We know we can rely on you to consider our present request with understanding and sympathy.
18. We trust you will take a considerate view of the circumstances and allow an increase in the rate of commission.

एजेंट को अधिक कमीशन की मांग का उत्पादक द्वारा उत्तर

### **Manufacturer's Reply to Agent's Request for More Commission**

प्रारंभ में पत्र मिलने की सूचना दें :

1. Thank you for your letter of 21st July.
2. We are in receipt of your letter dated February 2, 1977.
3. Your letter of the 8th July duly to hand.

एजेंट की कठिनाइयां स्वीकार करें :

4. We appreciate the problems presented by your competitors.
5. We appreciate the extra efforts you have made to meet the changed situation and their satisfactory results.
6. Although our products will stand the test of time we realise that in the meanwhile the growing competition must be met by more active advertising.
7. We agree that it would not be reasonable to expect you to bear the full cost.

आगे की कार्यवाही के बारे में लिखें :

8. However, to increase commission would be difficult, as our prices leave us with only a very small profit.



9. Instead of increasing your commission we propose to allow you an advertising credit of Rs. 1000/- in the current year towards your additional costs.
10. However, in view of the very small margin of our profit we can increase your percentage by only  $1\frac{1}{2}\%$ .
11. We accept your proposal for a 2% increase in your commission but only as a short-term measure for 6 months.
12. We hope you will be happy with the alternative arrangement we have suggested.
13. With due appreciation for your efforts to maintain the sales of our products, we regret to be unable to increase your commission for another 6 months.



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### व्यवसायिक हवाले एवं सामाजिक स्थिति की पूछताछ (TRADE REFERENCE AND STATUS INQUIRY)

आधुनिक युग में बड़े पैमाने पर होनेवाला बहुत सारा व्यापार उधारी के आधार पर होता है, यही व्यवसायिक हवालों तथा सामाजिक स्थिति संबंधी पूछताछ की आवश्यकता का प्रमुख कारण है। उधार लेनेवाले व्यक्ति की अच्छी जानकारी उधार देनेवाले व्यक्ति को होना आवश्यक है, और यही इस पत्र-व्यवहार का प्रमुख उद्देश्य है। उधार लेनेवाले व्यक्ति की आर्थिक आनबान की पूछताछ करना आधुनिक व्यवसाय में सर्वत्र प्रचलित है, फिर भी यह आवश्यक है कि वह शिष्ट भाषा में हो और साथ ही impersonal भी।

ऐसी पूछताछ का जवाब अपने बारे में हो या अन्य किसी संबंध में, उसका सही और उपयुक्त होना आवश्यक है।

### हवालों के लिए आपूर्तिकर्ता का अनुरोध (संपूर्ण नमूना) (Supplier's Request for References)

Dear Sir,

We thank you for your order of 9th March.

As this is your first order with us we would like to mention how pleased we were to receive it.

When opening new accounts it is our practice to ask customers for trade references.

Will you, therefore, please send us the names and addresses of two other suppliers with whom you have dealings? We shall be glad to receive this information by return of post.

Meanwhile we have taken up your order in hand for immediate despatch on hearing from you.

Yours faithfully,



**आपूर्तिकर्ता का हवाले के लिए अनुरोध**  
**Supplier's Request for References**

प्रारंभ में हवाले भेजने का अनुरोध करें :

1. We shall be glad to take in hand your order of 3rd February for immediate delivery if you will send us the customary trade references.
2. Subject to satisfactory references we shall be glad to provide the credit facilities asked for in your letter of 15th October.
3. We were pleased to receive your order of 15th May and shall be glad to consider credit terms if you will kindly supply the usual trade references.
4. We are happy to receive your order of 2nd November and could extend the required credit if you will kindly send us the name and address of your bankers.
5. Thank you so much for your order of 10th June, but we have to inform you that we require references from firms desiring to open an account with us.
6. We thank you for your order of 4th November, but since this is your first order with us, and as is customary in our business, we would appreciate your giving us trade reference of a party with whom you have had dealings for the last few years.
7. We shall greatly appreciate your sending us a few trade references.

व्यवसायिक सहकार्य का आश्वासन दें :

8. While this routine matter is being settled we shall be preparing your order, so that it may be executed within the time mentioned by you.
9. We assure you that this is a normal practice, and trust you will not mind our following it.
10. This is a routine practice and we are sure you will not mind.

आरंभ के वाक्य अंत में देने हों तो इस तरह बिये जा सकते हैं :

11. To enable us to take up the usual references we would be glad if you let us have the names of two firms with whom you have had regular dealings.
12. Please send us the name and address of your bankers so that we can take up the usual trade references.

**डीलर से प्राप्त रेफरेंस का पत्र**  
**Dealer's Supplies References**

प्रारंभ :

1. Thank you for your letter of 5th April. For information concerning our credit please refer to.....



2. As requested in your letter of 7th August we are pleased to give below the names of two dealers to whom you may refer.
3. In response to your letter of 4th January we are happy to refer to our bankers, who are....
4. Thank you for your courteous letter of 8th July. We quite understand the need for references and have completed and now return your credit-application form giving the names and addresses of two well-known firms with whom we have had dealings for many years and also the name and address of our bankers.
5. In response to your inquiry we have to say that you may take up references with the following firms, with whom we have had dealings over many years.
6. We thank you for your letter of 5th June 1977 and give the names the following firms as references to enable you to inquire into our financial standing :
7. We thank you for your letter of 5th October and are happy to inform you that we are dealing with M/s Modern Utilities Company of your town for the last five years.

**काम की बातें लिखें :**

8. We now have pleasure in sending you a first order for five "Madhur" pocket transistors at your listed price of Rs. 70/- less 25%, on your usual monthly terms.
9. We note that we may expect delivery, by the end of this month, of the goods already ordered and look forward to receiving them in time.
10. We now look forward to a large volume of business to our mutual advantage.
11. We now hope that the goods ordered by us would be despatched urgently.

**प्रारंभ की जानकारी अंत में देनी हो तो इस प्रकार दें :**

12. We give below the names of several dealers to whom you may refer for further information.
13. We give here the names of two firms who are willing to supply the information you need.
14. For information as to our standing we refer you to our bankers, who are....
15. Should you wish to take up references, the following firms will be pleased to answer your enquiries :



## Supplier Takes up References

प्रारंभ में हवाला देनेवाले का उल्लेख करें :

1. Messrs Fancy Footwear of Baroda wish to open an account with us and have given us your name as a reference.
2. We have today received an order for Rs. 1000 worth of goods from Cookwell Kitchen Stores, Faridabad, who have given us the name of your Company as a reference.
3. Mr. Anil Kumar of 13, Nehru Road, Agra has referred us to you for information concerning his standing.
4. We have received a large order from Messrs Welcome Garment Stores, New Delhi and should be grateful for any information you can give us concerning their reliability.
5. Messrs Modern Cosmetics Company, Delhi, have referred us to you for information regarding their credit standing, as they wish to open a credit account with us.
6. We have had a request from Messrs Tyre Tube Traders of Ghaziabad for supplies of our products on credit. They state that they have regularly traded with you over the past three years and have given us your name as a reference.

जानकारी मेजने का अनुरोध करें :

7. We would thank you to provide us reliable information concerning this firm's creditworthiness.
8. We would be grateful if you supply us with that ever information you can about the firm's general standing.
9. Please say whether, in your opinion, this concern is likely to be reliable for credit up to Rs. 1000/- and whether they settle their accounts promptly.
10. We wish to know if, according to you, this company is good for the amount of their order and in every way trustworthy.
11. We shall be most grateful for any information you are able to give us about this firm.
12. We shall count it a favour if you kindly tell us whether you have found this company to be thoroughly reliable in their dealings with you and prompt in settling their accounts.
13. We gather that the credit requirements of this firm may amount to as much as Rs. 5000 per month and should be grateful for your opinion of their ability to meet commitments of this size.
14. Any other information you can give us about this company would be welcome.



गोपनीयता और प्रति-सहाय्य का आश्वासन दें :

15. It is needless to add that any information you supply will be treated in strict confidence.
16. We should, of course, treat as strictly confidential any advice you give us.
17. Your reply will naturally be treated in strict confidence.
18. We hardly need to say that any information you give us will be in complete confidence.
19. We shall be only too glad to render you a similar service, should the need arise.
20. We should be too pleased to perform a similar service for you, should the opportunity ever arise.
21. We shall be only too pleased to perform a similar service for you should the occasion ever arise.

धन्यवाद दें :

22. We shall be very grateful indeed for your help.
23. Please accept in advance our thanks for any help you can give us.
24. We need hardly say that any information you can give us will be greatly appreciated.

जवाबी लिफाफा भेजने का जिक्र करें :

25. We enclose a stamped, self addressed envelope for your reply.
26. Please find enclosed a stamped and self addressed envelope for favour of your reply.

रेफरेन्स व्यक्ति का उत्तर

### Replies to References

प्रारंभ में अपने विचारों से अवगत कराएं :

1. We are pleased to state that the firm referred to in your letter of 3rd June is small but well-known and highly respectable and who have been established in this town for more than 25 years.
2. We believe the referred company to be trustworthy and reliable, though we are bound to say that they have not always settled their accounts with us in time.
3. In our opinion this seems to be a case in which caution is necessary.
4. As far as we know they are a reputable firm, but we have no certain knowledge of their financial standing.
5. We suggest that you make additional enquiries from other sources also.



6. In response to your letter of 5th March we welcome the opportunity to report favourably on Messrs Gorgeous Garment Company, Delhi.
7. In reply to your letter of 17th September we can thoroughly recommend the firm you enquire about.
8. We regret that the firm about which you enquire in your letter of 15th July is not well known to us.
9. Concerning the firm mentioned in your enquiry of 28th February we recommend a policy of caution.
10. We are sorry we cannot help you with information concerning the firm referred to in your letter of 20th October.

अपने विचारों का कारण और संबंधित व्योरा दें :

11. We ourselves have now been doing business with this firm for more than five years on credit terms and they have always made payments on due dates.
12. The company you refer to has placed regular orders with us for many years in the past.
13. The account of this firm with us is on quarterly settlement terms, but we have never allowed it to reach the sum mentioned in your letter.
14. We have had only occasional and small dealings with this firm, and even so accounts were not always settled on time.
15. It is true that they have placed orders with us on a number of occasions during the past three years, but the amounts involved were small.

अंत में गोपनीयता का अनुरोध करें :

16. We hope this information will be helpful and that you will treat it as confidential.
17. We are glad to be of help, but ask you to ensure that the information we have given you is treated as strictly confidential.
18. We trust your assurance that the information we have given will be treated in strict confidence and regret that we cannot be of any more helpful.
19. The foregoing information is given to you on the clear understanding that it is treated as strictly confidential.
20. This information is given to you in confidence and without responsibility on our part.
21. We regret that we do not know this firm well enough to give you an opinion of them and that we cannot be of any help to you in this regard.



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### आयात-निर्यात पत्र-व्यवहार (EXPORT-IMPORT CORRESPONDENCE)

आयात-निर्यात व्यवसाय के उतने ही पहलू होते हैं जितने देश के अंतर्गत व्यवसाय के. अतः उसके लिए भिन्न-भिन्न प्रकार के पत्रों की आवश्यकता पड़ती है, जिनके नमूने इस विभाग में दिए जा रहे हैं. लेकिन पूछताछ हो या उत्तर, सभी पत्रों की मूलभूत शैली दो प्रमुख गुणों से युक्त होनी चाहिए—स्पष्टता और शिष्टता. इस पत्र-व्यवहार में जहां बहुत ज्यादा तकनीकी बातें आ जाती हैं वहां सर्वसंपन्न ढाँचा प्रयोग में लाना उचित होगा.

#### निर्यातकर्ता की उत्पादक से पूछताछ (संपूर्ण नमूना) (Exporter's Inquiry to Manufacturer)

Dear Sirs,

One of our valued foreign clients has entrusted us with the purchase of decorative silverware and imitation jewellery and we would like to know if you can provide us with a variety particularly suitable for the West European market. We have in mind some really artistic pieces with imitation pearls, which could be considered above average.

As definite price-limits have been fixed, we hope you will make an effort to submit a really competitive quotation.

The size of this trial order will enable you to assess the value of this connection, and we feel it hardly necessary to remind you of the benefit likely to accrue to you from the supply of good quality products.

Yours faithfully,



## Exporter's Inquiry to Manufacturer

प्रारंभ में विदेशी ग्राहक की तरफ से की गई पूछताछ की जानकारी दें :

1. One of our clients in Europe has recently written to us saying that he is interested in large-scale purchase of Indian dress materials.
2. One of our regular customers abroad has informed us that he wishes to purchase large quantities of artistic objects of Indian handicrafts.
3. It will interest you to learn that a reputed foreign dealer in imitation jewellery wants to introduce Indian fashions in his market.

अब उत्पादक की संभाव्य सहायता के संबंध में पूछताछ करें :

4. We would therefore like you to let us know if you can supply an adequate quantity of such material, particularly suited to Western tastes.
5. Consequently we are interested in knowing if you can undertake to supply such goods of a high quality suitable for the export market.
6. So please tell us if you can execute a large order of such goods as per specifications.
7. We are specifically thinking of small carved pieces in rosewood and ivory.
8. It is essential that the material should be printed with typically Indian motifs.
9. Our client is particularly interested in sandalwood articles.

इसके पश्चात मूल्य के संबंध में सुझाव दें :

10. We suggest that a really competitive quotation would open up a very good avenue for your products for you.
11. We need not tell you that a really competitive quotation can mean excellent future prospects for you.
12. It will be obvious to you that your price will have to be within certain definite price limits that our customer has in mind.

अंत में अवसर का लाभ उठाने को कहें :

13. Our trial order will convince you of the potential of this connection.
14. It will be clear to you that supplying a satisfactory product could bring you immense benefits in the form of regular orders.
15. We need hardly point out to you that this is an excellent opportunity for you to enter the export market in a big way provided the quality of your products meets high Western standards.



## उत्पादक का निर्यातकर्ता को उत्तर Manufacturer's Reply to Exporter

प्रारंभ में पूछताछ के लिए धन्यवाद दें :

1. We are obliged for your inquiry of 4th August.
2. Thank you for your letter of inquiry dated 4th August, 1977.
3. We are grateful to you for your kind trade enquiry in your letter of 4th August, 1977.

पूछताछ का उत्तर दें :

4. We would be prepared to supply our well-known products at quoted prices less 10% discount with free delivery to your destination.
5. We trust you find our price quite competitive.
6. We have offered a special price in view of the size of your order.
7. We assure you that our quotations for both large and small orders will be extremely competitive.
8. We are quite confident of meeting your delivery schedule.
9. We are working full time on these products and can meet any reasonable delivery date.

माल के बारे में लिखें :

10. Our imitation jewellery is widely exported and its demand is constantly increasing.
11. Our products are becoming more and more popular in Western Europe and they have also been introduced in the U.S.A.
12. Some samples of the same are forwarded to you for your inspection.
13. Under separate cover we are sending you some samples for your inspection.

अंत में व्यवसाय की आशा व्यक्त करें :

14. We now look forward to receiving further instructions from you at your earliest convenience.
15. Looking forward to receiving your order...
16. We trust you find our terms attractive enough for placing an immediate order.

## इन्डेन्ट

### An Indent

प्रारंभ में इन्डेन्ट भेजने की सूचना दें :

1. We enclose an indent No. 345 for 150 pairs of Nylon socks in assorted colourful designs.



2. Please find herewith our indent No. 123 for 50 pure silk saris in various shades and colours.
3. With this letter we are sending you our indent No. 689 for 200 hand-woven scarves of various colours.

माल के बारे में लिखें :

4. The quality of the goods must be high and the print attractive.
5. The quality of the goods must be suitable for an advanced western market and the patterns must be fashionable.
6. Kindly ensure that all pieces are of the proper export quality.
7. While executing this order please take care that only such colours are used which can sell in the wining spring season.
8. Please note that only Autumn colours are to be used for this lot.
9. Please see that the goods, in terms of quality, meet with the standards laid down by the Textile Committee.

आर्थिक प्रबंध के बारे में लिखें :

10. Please attend to the insurance at your end.
11. You may draw on us through our bankers, the Mercantile Bank, at 60 days sight.
12. We would like you to make the necessary insurance arrangements yourself.
13. Please send the consignment with freight prepaid.

इन्डेंट का उत्तर

### Reply to Indent

प्रारंभ इन्डेंट पहुंचने की सूचना दें :

1. We thank you for your letter of 5th June 1977 and your indent No. 432.
2. This is to acknowledge with thanks receipt of your letter of 5th June along with your indent No. 432.
3. We have received your indent No. 432 sent with your letter dated June 5, 1977.

आगे की कार्यवाही की सूचना दें :

4. We have booked this indent and have forwarded it to your friend in Singapore.
5. The said indent has been booked and forwarded to your party in Tokyo.
6. We have promptly completed the procedure of booking the indent and forwarding it to your contact in London.



अंत इस प्रकार हो सकता है :

7. We shall inform you on hearing from them of its acceptance.
8. We shall get in touch with you on learning about their accepting it.
9. On hearing from the party about its being accepted we shall advise you accordingly.

आर्डर के मुताबिक माल निर्यात करने की सूचना

**Intimation Re : Execution of Export Order**

प्रारंभ में निर्यात की सूचना दें :

1. It is with pleasure that we advise you of the despatch of your goods, which have been shipped today by SS Jal Bharat.
2. We are glad to advise you that the goods as per your order No. Ex. P/401 of July 21, 1977 have been despatched by S.S. Jal Vihar, which left Bombay for London today.
3. We are happy to inform you of the despatch of your goods by S.S. Neel Sagar leaving Calcutta today for Singapore.
4. We trust that the goods will reach you in good condition.
5. We hope the consignment reaches you safely.
6. We are pleased to inform that we have today shipped all the goods as per your order No. 421 dtd..., under AWB No....dtd....and our Invoice No....dtd....

वस्त्रावेज का ब्योरा दें :

7. In accordance with terms of payment agreed, we have surrendered the shipping documents to the Bombay Bank at 60 days sight.
8. We trust you will accept on presentation and take delivery of the shipping documents, viz. Bill of Lading, Invoice and Certificate of Origin.
9. We hope you will find all the documents in order.
10. All relevant documents are enclosed.
11. A copy of our Invoice No..., the original of the GSP Form A and packing list is enclosed for your reference.

अंत इस प्रकार हो :

12. Awaiting further orders...
13. We hope to have more opportunities to serve you.
14. We hope our export house has many more opportunities to consolidate business relations between us.



15. We look forward to further enquiries and orders from you.

निर्वात माल के बारे में दोनों तरफ के कुछ और बातों के समूह

प्रारंभ :

16. We are sending you a consignment of Kashmir Shawls by S.S. Delhi Derbar for sale on our account.
17. We regret that we cannot handle your goods on our own account, but would be willing to take them on a consignment basis.
18. We have today sent to you by S.S. Jal Bharat a consignment of 100 bags of Dehra Dun rice, for which we enclose bill of lading and our invoice.
19. We enclose our invoice for the goods shipped by S.S. Young India, due to arrive at London on 15th April, 1977.
20. We enclose the bill of lading for goods you will shortly receive by S.S. Jal Jawahar, which started from Bombay on 15th October, 1977.
21. Thank you for your letter of 13th February notifying shipment by S.S. White Queen of 200 boxes of Nylon shirts.
22. Thank you for your advice of despatch and the bill of lading for the consignment shipped by S.S. Europa.
23. The consignment you sent us by S.S. Jal Bharat has been sold at very good prices.
24. We are delighted to learn that the consignment of shoes sent by S.S. Jal Sagar has brought such good prices.

अंत :

25. We enclose the bill of lading and shipping documents and hope you will have no difficulty in collection of the goods.
26. You will of course credit our account with the amount due.
27. We look forward to hearing that you have been able to obtain satisfactory prices.
28. We shall send you the proceeds as soon as the goods are sold.
29. We hope to send you our account sales, with banker's draft, within a week.
30. We note your instructions concerning the proceeds of the sale and will credit your account with the net amount due.
31. We enclose our amount of sales and shall be glad if you will draw on us at two months for the amount due.
32. We hope you will be satisfied with the results of the present consignment and that you will give us further opportunities to handle your consignments.



**निर्यातकर्ता के विदेशी ग्राहक को माल भेजे जाने की सूचना**

**Exporter Informs Foreign Customer about Executing Order**

प्रारंभ में धन्यवाद दें और साथ ही माल भेजने की सूचना दें :

1. We thank you for your order of 3rd April and have lost no time in approaching the manufacturers.
2. As a result of our prompt contact with the manufacturer we have been able to arrange for the shipment of the goods by S.S. Neel Sagar as requested.
3. We are grateful to you for your order No. PL-390 of 2nd March, on receiving which we promptly got in touch with the manufacturers.
4. We thankfully acknowledge receipt of your order No. 345 of July 15, 1977 and take pleasure in informing that we immediately contacted the manufacturers.
5. We have been able to ship your goods in time by S.S. Jal Seva as required by you.

माल के बारे में लिखें :

6. The goods sent are exactly as per your specifications and we are confident they will satisfy you in terms of quality.
7. We are confident of having provided you with exactly what your customers require.
8. We have ensured that the quality of the goods is as per your specifications and we feel it will appeal to your market.

पैसों के बारे में लिखें :

9. We have instructed Lloyds Bank to surrender the goods against payment of our draft of Rs. 6000/-, an invoice for which sum is enclosed.
10. This is a standard procedure with us and we hope you will not mind it.
11. We would relax our payment procedure on receiving satisfactory references.

अंत में अधिक व्यवसायिक संबंध की आशा व्यक्त करें :

12. We are confident that our handling of this first order will encourage you to place many more.
13. We look forward to obtaining your permanent agency for the supply of such goods.
14. We look forward to many repeat orders for mutual benefit.
15. We look forward to establishing a lasting business relationship with you.



आयातित माल के बारे में आयातकर्ता का दलाल को पत्र

### Importer Informs Broker about Imported Goods

प्रारंभ में माल आने की सूचना दें :

1. We have just received from a leading British house a consignment of 50 boxes of woollen sweaters, to which we ask you to devote your very best attention.
2. We have very recently received 100 high quality tape-recorder-cum-transistors from a reputed West German Firm and we invite your attention to these goods.
3. Fifty complete sets of top class cosmetics have just been received by us from the world famous firm Gala of London, and we take this opportunity to bring it to your notice.

माल बेचने की व्यवस्था के बारे में लिखें :

4. This commission represents an excellent opportunity for working up a most desirable connection with this firm, which is a big exporter of sweaters.
5. In case of further orders, selling arrangements, would, in each case be entrusted to you.
6. It is probable that the initial commission of 5% would be maintained.
7. We feel this is a very good chance of establishing a profitable business connection with this firm, which is a large exporter of many makes of blades.

अंत में आर्डर की अपेक्षा व्यक्त करें :

8. We shall be glad if you immediately avail yourselves of the sampling order enclosed.
9. We hope you will exploit this opportunity by placing a sample order for these products.
10. We expect you will like to order these high quality products for your own market.

आयातित माल पहुंचने के संबंध में आयातकर्ता (इम्पोर्टर) का पत्र

### Importer's Letter Re : Receipt of Imported Goods

प्रारंभ में दस्तावेज मिलने की सूचना दें :

1. We thank you for your Advice Note and the B.L. covering machine tools despatched by SS Blue Ocean.
2. This is to acknowledge receipt of your Advice as well as Bill of Lading covering the woollen goods despatched by SS Thames Trader.
3. We are glad to say that we have received your Advice and also the B.L. regarding the sports goods that you have despatched by S.S. Jal Bharat.



माल के संबंध में लिखें :

4. We are happy to say that the goods have arrived in perfect condition.
5. We are glad to inform that the consignment has reached us in good condition.
6. It is a pleasure for us to report that the goods have reached us without their being damaged in any way.
7. We hope to place these goods on the market at the best possible prices.
8. It is hardly necessary for us to state that no efforts will be spared to place the consignment at the best possible prices.

पैसे के संबंध में लिखें :

9. The proceeds will, of course, be forwarded to you without delay.
10. The proceeds of the goods will be forwarded to you as soon as possible on realisation.
11. We shall remit the proceeds at our earliest.

आयातित माल की बिक्री के बारे में दलाल का आयातकर्ता को पत्र

### **Broker's Letter to Importer Re : Sale of Imported Goods**

प्रारंभ में बिक्री की सूचना दें :

1. We are pleased to state that the 100 boxes of nylon socks entrusted to our care have realised a very attractive figure of Rs. 6000/-.
2. We are happy to inform you that the 50 boxes of imported blades have all been sold for a total sum of Rs. 2000/-.
3. It is a matter of pleasure for us to report to you that the consignment of imported tape recorder-cum-transistors that you gave into our charge has been disposed off for a sum of Rs. 25,000/-.

पैसे के बारे में लिखें :

4. We enclose for this sum our cheque No. 234/B on the Bank of Baroda, New Delhi.
5. You will of course credit our account with Rs. 300/- due to us as commission.
6. We are sending you this sum by cheque drawn on the Bank of Bombay Ltd.
7. A sum of Rs. 550/- may kindly be credited to our account as commission.
8. We request you to remit the payment to our commission on this account, which works out to Rs. 1050/-.



अंत में अधिक धंधे की आशा प्रकट करें :

9. We look forward to receiving further orders from you.
10. We trust your suppliers will be satisfied with the result of this consignment.
11. We hope the results of the present transaction will encourage you to entrust to us many more such consignments.

आयातकर्ता का विदेशी आपूर्तिकर्ता को अदायगी के बारे में पत्र

### **Importer to Foreign Supplier Re : Payment Procedure**

प्रारंभ :

1. We have received your invoice No. LP-340 and agree to accept your draft at 60 days for the amount due.
2. Thank you for your letter of 17th November. We should be glad if you would agree to draw on us at 30 days, documents against acceptance.
3. As requested in your letter of 3rd June we have instructed the Bank of Baroda to give a credit for Rs. 25000/- in your favour.
4. We are sorry to have to ask for the term of your bill dated 15th July to be extended for one month.
5. I regret that at the moment I cannot meet in full my acceptance, which is due for payment on 23rd December.

अंत :

6. Please let us know whether you are prepared to give us credit terms.
7. Please draw on us for the amount due and attach the shipping documents to your draft.
8. We would like to pay by bill of exchange at 60 days sight and be glad if you agree to this.
9. As requested, we will arrange to open an irrevocable letter of credit in your favour.
10. Our acceptance will be honoured upon acceptance of the bill at the Strand, London, branch of the Bank of Baroda.

निर्यातकर्ता का विदेशी ग्राहक को अदायगी के बारे में पत्र

### **Exporter's Letter to Foreign Buyer Re : Payment Procedure**

प्रारंभ :

1. We have considered your letter of 25th May and are pleased to grant the credit terms asked for.
2. As requested in your letter of 5th August we have drawn on you for the amount of our April account at three months from today.



3. As agreed in our earlier correspondence we have drawn on you for the amount of the invoice enclosed.
4. We enclose our invoice No. 385 and as requested have drawn on you at 60 days for the amount due.

अंत :

5. Kindly accept the draft and return it as soon as you can.
6. Kindly honour our draft when presented.
7. We are quite willing to put your account on a documents-against-acceptance basis.
8. We have asked our bank to part with the shipping documents against payment of our draft.
9. Shipping documents, and our draft for acceptance, have been passed on to the Punjab National Bank.
10. As arranged, we have instructed our bank to surrender the documents against payment of our draft.
11. As soon as the credit is confirmed, we will ship the goods.
12. Your terms of payment on D.P. basis is acceptable to us and we have instructed our Bankers accordingly.







## बैंकों के साथ पत्र-व्यवहार (CORRESPONDENCE WITH BANKS)

आधुनिक युग में बैंकों के बिना व्यवसाय चलाना असंभव है, केवल रुपयों का लेन-देन ही नहीं अन्य विविध प्रकार की व्यवसायिक सुविधाएं भी आजकल व्यवसायकर्ता को बैंकों की तरफ से उपलब्ध कराई जाती हैं, इसीलिए चालू खाता खोलने से लेकर विदेश-स्थित बैंकों को निर्यातित माल अपने पास रखने की सूचना देने तक विभिन्न कार्यों में व्यवसायकर्ता को बैंकों के साथ पत्र-व्यवहार करना पड़ता है। यह पत्र-व्यवहार साधारणतः औपचारिक होता है, लेकिन बैंक की सहायता के अवसर भिन्न-भिन्न होने के कारण पत्र का समान ढांचा रखना संभव नहीं। इसलिये वह आवश्यकता के अनुसार बदलता रहता है, लेकिन ढांचा कोई भी हो, पत्र का आशय स्पष्ट होना चाहिये।

### ओवरड्राफ्ट के लिये बैंक से अनुरोध (संपूर्ण नमूना) (Request to Bank for Overdraft)

Dear Sir,

With reference to our meeting on 3rd June we request your permission to overdraw our account upto a limit of Rs. 2000/- between October 15 and December 15, 1978.

As explained to you during the meeting we have to meet during this period certain capital cost incurred in the expansion of our business.

The full impact of this expansion will not be felt until the start of the festival season, i.e. 14th December, when considerable sums will be due to us from our overseas customers.

As security we shall deposit with you Saving Certificates worth Rs. 4000/- and an insurance policy for Rs. 1500/-.

Thanking you and looking forward to a favourable reply,

Yours faithfully,



ओवरड्राफ्ट के लिए बैंक से अनुरोध

## Request to Bank for Overdraft

प्रारंभ में इच्छित ओवरड्राफ्ट का व्योरा दें :

1. As discussed in our meeting yesterday we would thank you for your permission to overdraw our account upto Rs. 3000/- in the period from October 15 to December 15, 1978.
2. With reference to our discussion with you on 15th May, we request you to permit us an overdraft on our account to the amount of Rs. 5000/- during the period from October 15 to December 15, 1978.
3. As I explained to you when we met day before yesterday, I would be grateful if you could allow me to overdraw my account upto a limit of Rs. 1000/- only between October 15 and December 15, 1978.

अब ओवरड्राफ्ट मांगने का कारण बताएं :

4. We have already explained that we need this facility to meet certain vital capital costs to be incurred towards expansion of business.
5. As explained in the meeting, we have to meet in this period certain heavy expenses incurred for augmenting and updating our stocks.
6. As I have told you, I shall be required to make some large payments in this period in the interest of professional publicity.

मांगा हुआ समय पर्याप्त होने का आश्वासन दें :

7. Once the festival season starts I shall receive considerable sums from my customers.
8. The impact of our expansion will be certainly felt at the end of this period, as large payments will fall due from our clients abroad.
9. The period I have mentioned will be enough, as returns on the publicity campaign will start coming in at the end of it.

अब ओवरड्राफ्ट के बदले में जमा करने वाले दस्तावेज के संबंध में लिखें :

10. I can deposit savings certificates worth Rs. 5000 as security.
11. I have an insurance policy of Rs. 10,000, which I am prepared to deposit as security.
12. I have certificates worth Rs. 5000 and an insurance policy of an equal amount, which I shall deposit as security.

अंत में अनुकूल उत्तर की आशा व्यक्त करें :

13. We hope it will not be difficult for you to grant us our request.
14. Hoping for a favourable response...
15. We shall very much appreciate sympathetic consideration of this request.



ओवरड्राफ्ट के लिए गारंटी देना

### Providing a Guarantor for Overdraft

प्रारंभ में व्यक्तिगत गारंटी न स्वीकारने पर खेद व्यक्त करें :

1. I note with regret from your letter of the 8th June that you are not prepared to allow me an advance against personal security.
2. I regret to learn from your letter of yesterday that you cannot allow me an overdraft against personal guarantee.
3. I have received your letter of 2nd January and am sorry to see that you are unable to allow me any overdraft against personal guarantee.

अब गारंटी देने वाले के बारे में सूचना दें :

4. However I appreciate your position and herewith enclose a letter of guarantee from Messrs Suraj Kumar, duly signed and stamped.
5. Therefore, I have now obtained a letter of guarantee from Shri Prem Prakash, and herewith submit the same duly signed and stamped.
6. I have consequently secured a letter of guarantee from Messrs M.L. Rao, which is enclosed herewith, duly signed and stamped.

गारंटी देने वाले की स्वीकार्यता के बारे में लिखें :

7. I understand that the guarantors are well-known to you.
8. According to my information you know the guarantor well.
9. I am told that the party providing guarantee is familiar to you.

अंत में ओवरड्राफ्ट का अनुरोध करें :

10. I now trust that you are prepared to accept the security offered and finance me to the extent of Rs. 3000 for the period arranged at the rate of 5% on daily balance.
11. I now hope you will accept this guarantee and allow me the overdraft I require on the usual terms.
12. I hope you find this guarantee acceptable and can now allow me the advance I require for this period on your usual terms.

चालू खाता खोलने के लिए पत्र

### Request to Bank for Opening Current Account

प्रारंभ में खाता खोलने का अनुरोध करें :

1. Please open a current account for us in the name of the above firm.
2. This is to request you to open a current account in the name of the firm given above.
3. We would like you to open a current account for our firm in the name given below.



हस्ताक्षर, प्रारंभिक डिपॉजिट आदि का ब्योरा दें :

4. Enclosed please find the specimen signature of our Managing Director, who alone is authorised to sign cheques on behalf of the concern.
5. The account will be operated only by our Managing Director, whose specimen signature is enclosed.
6. As both partners will sign cheques on behalf of the firm, their specimen signatures are herewith enclosed.
7. A sum of Rs. 500/- is also sent herewith to be deposited with the opening of our account.
8. We also send herewith a sum of Rs. 500/- as our opening deposit.
9. Also please find herewith an amount of Rs. 500/- with which may open our account.

ऋण, क्रेडिट के लिए बैंक से अनुरोध

### Request to Bank for Credit

प्रारंभ में ऋण की आवश्यकता का विवरण दें :

1. Our export in steel pipes is increasing daily at a fast pace, and we are no longer able to finance this trade ourselves.
2. The rapid increase in recent times in our business has made it necessary for us to expand it, but we are not a position to finance this expansion with our own resources.
3. A considerable increase in our turnover during recent days has encouraged us to install new facilities at our plant, but we cannot do so within our own means.
4. Having booked heavy order beyond our expectations we are finding it difficult to execute and finance them on our account.

ऋण का अनुरोध करें और अन्य संबद्ध बातें लिखें :

5. Therefore we request you to advance us upto 50% of the value of our overseas order on production of the Invoice and Bill of Lading.
6. Our drafts on our customers would be passed on to you with the necessary documents.
7. So please extend us credit to the extent of 50% of the present value of our assets.
8. I shall be most grateful if you could grant the credit asked for.



9. I hope the foregoing explanation will enable you to grant the credit requested.

अंत इस प्रकार करें :

10. We shall very much appreciate details of your service charges in this respect.
11. Please let us know your charges for rendering us this service.
12. We would request you to intimate to us your charges for performing this service.

**साइट ड्राफ्ट भेजने की सूचना**

**Sending Sight Draft to Bank**

प्रारंभ में ड्राफ्ट और अन्य दस्तावेज भेजने की सूचना दें :

1. We enclose our sight draft on Messrs India Handicrafts Ltd. of London and attach the Bill of Lading to evidence our shipment, and other documents as listed below :
2. Please find herewith our sight draft on Messrs India Emporium, New York, as well as other documents listed below, including the Bill of Lading supporting our shipment.
3. We are sending herewith our sight draft on Messrs India Sari Centre, Singapore and also the Bill of Lading as evidence of our shipping. Also enclosed are the following documents relating to the said transaction.

दस्तावेज के संबंध में सूचना दें :

4. Kindly deliver these documents to the party named above against payment of the draft.
5. The payment received from the party may be credited to our account after deducting your commission.
6. The party named above may be handed over the documents on payment of the enclosed draft.
7. Please credit to our account the amount received after your commission has been deducted.
8. You may give custody of the documents to the party after they pay for the draft.
9. The payment received for the draft may kindly be credited to our account after due deduction of your commission.

**विदेश-स्थित बैंक को आदेश**

**Instruction to Bank Abroad**

प्रारंभ में माल भेजने का ब्योरा दें :

1. We have just despatched by SS Jal Moti to the Singapore office of the Shipping Corporation of India a consignment of 100 silk saris to be held at your disposal.



2. The goods have been shipped in execution of an order from Messrs Govind Ramani & Co.
3. This is to inform you that we have today sent a consignment of 200 lamb's wool sweaters to the Hong Kong office of India Shipping Company.
4. Shipped on an order from Messrs Fancy Warmwear of your city this consignment is to be held at your disposal.

सावधानी का कारण बताएं :

5. However, we have very little knowledge of this party.
6. But we are not very familiar with the status of this party.
7. But we know little about the ordering party.
8. In the circumstances we think it would be rather unwise to surrender the shipping documents against mere acceptance of the Bill of Exchange.
9. Hence we think we should not surrender the shipping documents just on the acceptance of the Bill of Exchange.

बैंक को उचित कार्यवाही की सूचना दें :

10. We accordingly enclose a sight draft on them, together with the Bill of Lading.
11. We therefore send you a sight draft on them, as also the Bill of Lading.
12. We must ask you to obtain payment of all that is due before you allow them to take possession of the goods.
13. Kindly receive full payment of the dues before you part with the goods.
14. Possession of these goods is to be transferred to the party concerned only after all dues are settled.
15. You will, of course, debit our account with all necessary expenses.
16. Kindly debit your expenses in this matter to our account.
17. Please surrender the enclosed documents to Messrs Hayward & Co. of London when they accept our draft, also enclosed.
18. Kindly release the documents only on payment of our sight draft for Rs. 15,000/-.
19. We ask you to obtain acceptance of this draft before handing over the shipping documents.
20. Please present the bill for acceptance and then discount it for the credit of our account.
21. Please present us this acceptance for payment and credit us with the proceeds.
22. The letter of consent for clearing of goods may be released only on payment of the sight draft.



आयातित माल के संबंध में आयातकर्ता का बैंक को पत्र

**Importer's Letter to Bank Re : Imported Goods**

प्रारंभ :

1. I enclose accepted bill, drawn on me by Messrs John & James of London, and should now be glad to receive the shipping documents.
2. Please accept the following drafts for me and pay them, and at maturity, debit them to my account.
3. Please arrange with your correspondent in London to open a credit in favour of our firm.

अंत :

4. Please accept the about draft for me and debit your charges to my account.
5. Will you please state the amount of your charges for arranging the necessary credits ?
6. Kindly let me know your charges for arranging the required credits.

सामान्य बैंक-संबंधित बातें

**General Banking Matters**

अस्वीकृत ड्राफ्ट की जानकारी के संबंध में पत्र :

1. We were surprised to learn from your letter that Messrs Comfort Shoe Company have refused to accept our draft, which was duly advised.
2. We cannot account for Messrs Good Garment Corporation's refusal to accept our draft inspite of its being duly advised.
3. You would oblige us by presenting the bill a second time.
4. Please present the bill once again.
5. If acceptance is again refused, please return the draft to us.
6. In the event of the refusal being repeated, the bill may kindly be returned to us.

बैंक को अदायगी का आदेश :

7. Please transfer the Rupee equivalent of £ 200 to James & Jones, Manchester, in favour of Bonny Baby Food Products, London EC-2.
8. This sum represents payment for costs incurred by that firm on our behalf.

कोई विशेष आदेश यदि हो तो :

9. Thank you for advising us of receipt of £ 100 from the Indian Overseas Bank on behalf of Messrs Ready Food Exports of London.



10. Kindly credit this sum in our account No. 1.
11. Please inform us on making the necessary transfer.
12. This is to confirm my telephone message this morning asking you to stop payment of cheque No. 508352 of 3rd March for Rs. 1000/-.
13. Please arrange to buy for me the following securities within the price ranges shown below :
14. Should you require a guarantor, Mr. Sunil Kumar of Kumar Enterprises, New Delhi, has kindly consented to act in this capacity.

बेक 'डिसऑनर' होने की शिकायत :

15. We are surprised to learn that you have dishonoured our cheque of the 2nd April for Rs. 3400 in favour of Messrs Pretty Plastic Products with the remark 'Funds not sufficient'.
16. As we had submitted a local cheque for Rs. 4000 for collection nearly two weeks back you had ample time to credit this sum to our account.
17. Kindly therefore inform us of your reasons for dishonouring the cheque.



## बीमा कंपनियों के साथ पत्र-व्यवहार

### CORRESPONDENCE WITH INSURANCE COMPANIES

बीमा कंपनियां केवल व्यक्ति के जीवन का ही नहीं वरन् उसके माल का भी बीमा करती हैं, यह माल का यातायात करते समय किया जाता है और गोदाम अथवा बप्टर में स्थित कंपनी के माल अथवा अन्य वस्तुओं का भी होता है. इसलिए पत्र का ढांचा और भाषा, प्रसंग के अनुकूल होगी, कुछ पत्र-व्यवहार — जैसे नुकसान भरपाई के बलेम-  
'फार्म लेटर' के अनुसार होते हैं.

### भेजे हुए माल के बीमे का अनुरोध (संपूर्ण नमूना)

#### Request for Insurance of Goods in Transit

Dear Sirs,

This is to request you to cover us to the extent of Rs. 3000 at 4 paise percent on ready-made cotton garments in transit between Bombay and London.

The goods are packed in the usual way and despatched by S.S. Queen Elizabeth to London, where the consignee will take the delivery.

It may please be understood that the risk attaches immediately the goods leave our possession on 7th May.

Yours faithfully,



## भेजे हुए माल के बीमे का अनुरोध

### Request for Insurance of Goods in Transit

प्रारंभ

1. Please quote your lowest All Risks rates for shipments of 100 cases of hand-tools to Singapore.
2. Please hold us covered for the consignment referred to below :
3. We should be glad if you would provide cover of Rs. 5000 on 100 boxes of shoes in transit from Bombay to Singapore.
4. We wish to renew the above policy for the same amount and on the same terms as before to cover our assets at our office at No. 4, Shastri Road.

अन्त

5. Please inform us on what terms this insurance can be arranged.
6. Please send us the necessary proposal form.
7. We leave the details to you, but wish to have the consignment covered against All Risks.
8. The consignment is covered by our open policy No. NB-6755554 and we shall be glad to receive your certificate of insurance.

## बीमा कंपनी को आग से हुए नुकसान की सूचना

### Intimation to Insurance Co. Re : Damage by fire

प्रारम्भ में आग लगने की सूचना दें

1. We regret to inform you that a fire broke out in our godown last night at 11.30 p.m.
2. We are sorry to inform you that last night around 10 O'clock our book-shop was gutted by fire.
3. We very much regret to say that yesterday afternoon a fire caused extensive damage to stocks in our godown at 4, Nehru Road.

हानि का अनुमान बताएं

4. In our estimation the damage is to the extent of Rs. 5000/-.
5. We assess the damage caused by this fire at around Rs. 5000/-.
6. According to our calculations the extent of the damage is about Rs. 5000/-.

आग की कार्यवाही के बारे में लिखें

7. However, please send your representative as early as possible to survey the loss.



8. Still, please send your estimator immediately to assess the loss.
9. Kindly let us know what particulars will have to be furnished for making a claim for the loss.
10. We shall be grateful to you for letting us know the procedure we have to follow for making our claim for compensation.

### बीमे का दावा (क्लेम)

#### Insurance Claim

भारत में नुकसान की जानकारी दें

1. Yesterday night a burglary was committed at this house and a large quantity of jewellery was stolen.
2. This morning my car No. XYZ 1234 was stolen from the parking lot opposite Regal Cinema, Connaught Circus, New Delhi.
3. This is to report that some time during last night the dicky of my car, parked opposite my residence, was forced open and the stepney stolen.
4. I regret to report the loss of my car No. DHC 583 insured with you under the above policy.
5. I regret to report a fire in one of the bed-rooms at this address.

माल का ब्योरा दें

6. The jewellery consisted of a pearl necklace, four gold bangles and a diamond ring.
7. The car is a sky blue Ambassador of 1971.
8. My car is a Fiat and the stepney was brand new.

पुलिस को खबर दी जाने की सूचना दें

9. A complaint to this effect has also been lodged with the local police station.
10. We have of course immediately informed the police about the burglary.
11. A report of the theft has also been lodged at the nearest police station.

दावे (क्लेम) के बारे में लिखें

12. Would you please send me a Claim Form so that I can make a formal claim under the above policy?
13. Please let me know how I should proceed for making a claim under my insurance policy.
14. Kindly advise me regarding the claim procedure.



15. Please let us know what particulars you need from us when we submit our claim.
16. I have completed and enclose the form of claim for loss of my Car No. DHC 583.

### बीमे की दर में कमी का सुझाव

#### Request for Reduction in Insurance Rate

आरंभ में बालू रेट पर असंतोष व्यक्त करें

1. We regret to state that we are not satisfied with the rate of 15 paise per cent quoted for the insurance of our premises at the above address against fire.
2. We regret to say that your rate of 15 paise per cent for fire insurance of our premises at the address above are on the high side.
3. We are sorry to inform you that in our opinion the rate of 15 paise per cent that you have quoted for insurance of our premises given above against the risk of fire looks excessive.

असंतोष का कारण बताएं

4. There appears to be no justification for this rate, as other companies are prepared to cover on identical conditions at 10 paise per cent.
5. We do not think this rate is justified, as other companies charge 10 paise per cent for providing insurance cover in identical conditions.
6. There seems to be no reason for this high rate, and we know of other companies willing to provide such insurance at 10 paise per cent.
7. As a matter of fact we still hold policies at this rate, and it is only our desire to distribute the risk over many companies that induces us to accept your quotation.
8. We actually have insurance cover at the lower rate, but we wish to distribute the risk.

कार्यवाही का आदेश दें

9. We therefore request you to cover us to the extent of Rs. 15,000.
10. However, you may cover us to the extent of Rs. 15,000 only.
11. We would however remind you that this sum would be increased considerably if you were willing to reduce your rate to 10 paise.
12. Still we would like to point out to you that a reduction in your rate could increase the risk amount to a considerable extent.
13. We shall highly appreciate your final reply to our proposal at your earliest convenience.



14. We would be happy to have your response to our proposal by return of post.

### सामान्य बीमा-संबंधी बातें

#### General Insurance Matters

##### रेल से भेजे गए माल का बीमा

1. We shall despatch 50 bicycles by rail from Faridabad to Bombay by passenger train on 6th March 1979.
2. The total value of these bicycles is Rs. 4000/-.
3. We wish to cover the consignment from the time it leaves our godown till it reaches the godown of our clients in Bombay.
4. Please let us know the total amount of premium payable for insuring the above goods against all risks.

##### जहाज से भेजे गए माल का बीमा

5. Please insure us against all risks to the tune of Rs. 5000, the value of five cases of superior cotton shirts shipped to Singapore by SS Jal Vihar sailing from Bombay, on 8th February.
6. The shipment has been made for account of Messrs Indian Fashion Centre, Singapore.

##### माल को पहुँचे नुकसान की सूचना

7. Please find herewith a copy of the report of the custom authorities regarding goods worth Rs. 5000, which we received in a damaged condition.
8. This consignment was sent by our Tokyo Agent by S.S. Jal Sagar.
9. As the consignment was fully insured against all risks, we request you to please assess our loss and favour us with your cheque at an early date.

##### माल की पालिसी का नवीनीकरण (रिन्यूएल)

10. With reference to policy No. 234, which expires on 14th May, 1979 we are enclosing a cheque for Rs. 810/- for renewing the same for a further period of one year.
11. The value of stock and assets being the same, we have sent the amount as per last year's premium.
12. Please confirm the renewal and send your official receipt per return.



## डाकखाने के साथ पत्र-व्यवहार

### CORRESPONDENCE WITH THE POST OFFICE

डाक-व्यवस्था की उपयुक्तता केवल पत्र भेजने के लिये ही नहीं अपितु बहुमूल्य दस्तावेज, पार्सल, बी.पी. इत्यादि वस्तुएं व माल भेजने के लिये भी है। इस कारण हर व्यवसायी को डाकखाने के साथ पत्र-व्यवहार करना ही पड़ता है, जो उसके व्यवसाय के दृष्टिकोण से आवश्यक है। साधारणतया यह पत्र-व्यवहार 'स्टीन' प्रकार का होने के कारण 'फार्म लेटर' जंसा होता है, और डाकखाने के जवाब प्रायः छपे हुए फार्म के रूप में आते हैं, लेकिन कभी कभी डाकखाने से भेजा हुआ माल इधर उधर हो जाने पर भेजने वाले को विस्तृत जानकारी का पत्र लिखना अनिवार्य हो जाता है। ऐसे पत्र में संपूर्ण विवरण होना चाहिए, ताकि शिकायत पर शीघ्रातिशीघ्र कार्यवाही हो सके।

### बी.पी. जर्नल के लिये डाकखाने को आवेदन पत्र (संपूर्ण नमूना)

Applying to Post Office for V.P. Journal

Dear Sir,

This is to say that our daily average of VPP has now reached 50.

We therefore request you to please issue us a special V.P. Journal.

Yours faithfully,



**वी.पी. जर्नल के लिये डाकखाने को आवेदनपत्र**

**Applying to Post Office for V.P. Journal**

प्रारंभ में वी.पी. जर्नल की आवश्यकता का कारण बताएं

1. Our daily average of VPP articles has now gone upto 50.
2. We take this opportunity to inform you that the number of VPP articles that we send on an average every day has now reached 50.
3. This is to inform you that the daily average of our VPP despatches has now reached 50.

अन्त में वी.पी. जर्नल के लिए अनुरोध करें

4. So we request you to issue a special V.P. Journal in our name.
5. Kindly therefore issue us a special V.P. Journal.
6. Hence a special V.P. Journal may kindly be issued to us.

केवल एक वाक्य में भी यह आवेदनपत्र लिखा जा सकता है, जैसे—

7. As our daily average of V.P.P. has now reached 50 we hereby request you to please give us a special V.P. Journal.

**व्यवसाय के जवाबी आज्ञापत्र के लिये डाकखाने को आवेदनपत्र**

**Applying to Post Office for Business Reply Permit**

प्रारंभ में ऐसे आज्ञापत्र की आवश्यकता का कारण बताएं

1. In order to expand our business further, we wish to send Reply-Paid envelopes to our clients.
2. We wish to extend the facility of Reply-Paid envelopes to our customers in the interest of expanding our business.
3. We feel it would help in the extension of our business operations if we could send Reply-Paid Envelopes to our clients.

अन्त में आज्ञापत्र के लिए अनुरोध वी.पी. जर्नल के अनुरोध के समान ही होगा. उपयुक्त वाक्यों के नमूने यहां देंगे.

**वी.पी. रकम अथवा माल न मिलने की शिकायत**

**Complaint Re : Non-Receipt of V.P. Money/Article**

प्रारंभ में वी.पी. भेजने की तारीख, मूल्य आदि का ब्योरा दें

1. A V.P. letter No. 1202 dated 5th May, 1979 for Rs. 250/- was sent through your post office to M/s K.L. Rao, 14, Mylapore, Madras.



2. This is to say that on 14th March, 1979 we had sent a V.P. article No. 245 for Rs. 75/- through your post office to M/S Book House, Gokhale Road, Dadar, Bombay.
3. We wish to inform you that a V.P. Article No. 0821 dated 11th January 1979 for an amount of Rs. 110/- had been sent through your post office to the address of M/s Shastri & Sons, Shivaji Road, Baroda.

आगे बी.पी. प्रथवा रकम न मिलने की जानकारी दें

4. Although more than two months have since passed, we have neither received the payment nor the V.P. letter back.
5. But though more than a month has passed we have no information about it, as we have received neither the payment nor the article back.
6. It is now more than two months since the V.P. was sent, but we have not received the payment for it or the article back.

अस में माल के तलाश किए जाने के लिये अनुरोध करें

7. We shall appreciate your looking into the matter immediately.
8. So please find out without delay what happened to it.
9. So please make immediate inquiries and let us know the position.

[पत्र के साथ 50 पैसे का डाक टिकट भी 'तलाशी शुल्क' (search fee) के रूप में भेजें]









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